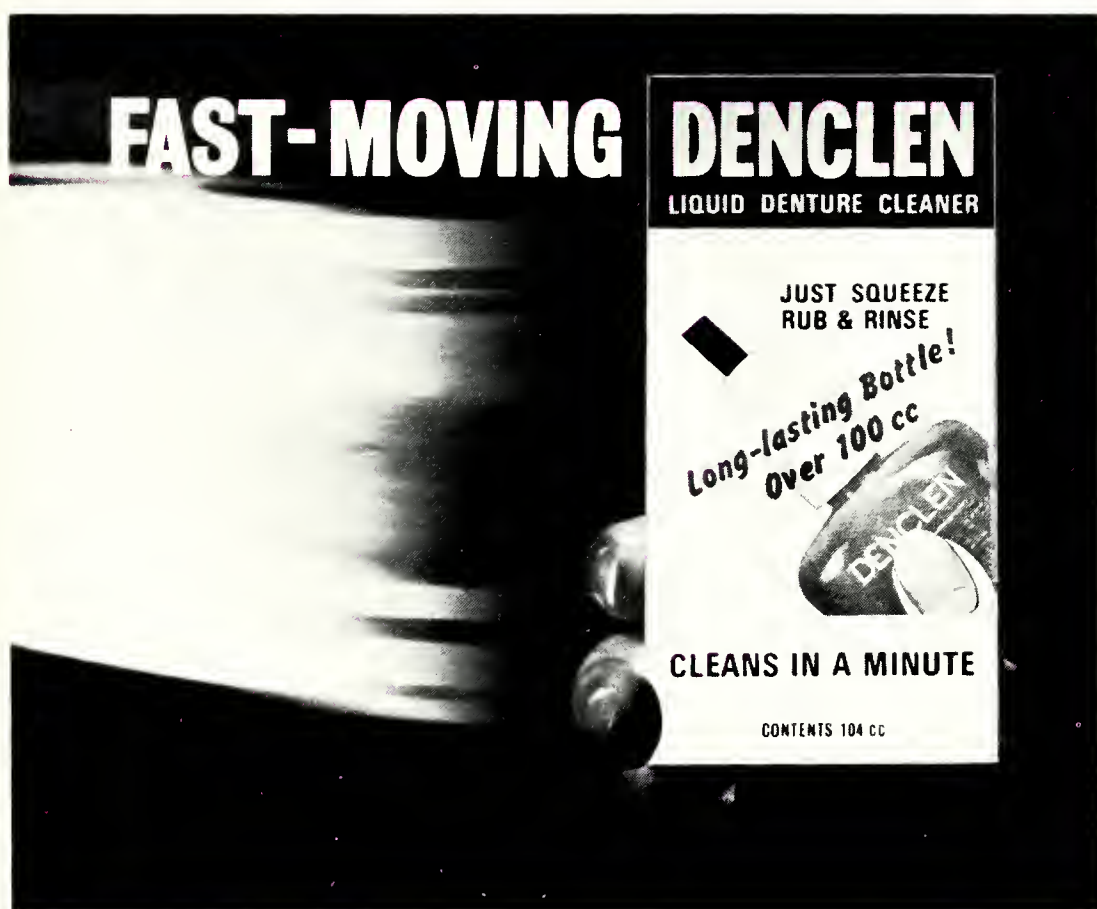


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INCORPORATING RETAIL CHEMIST



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PHARMACY ASSISTANTS

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distribution  
proposals  
in detail

PSNC seeks  
to cut common  
pack sizes

The Society's  
new Fellows

Pharmacist  
honoured

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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

10 June 1978

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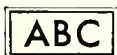
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10 June 1978

## COMMENT

### Essential reading on a rational service

On pp961 to 965 we publish in the full the draft proposals for a rational NHS pharmaceutical service. Our cartoonist has made light of one or two points in order to encourage the reader through a lengthy text—for make no mistake, this is a document that should be read and digested by every pharmacist. Here may be the blueprint for the future of retail pharmacy and when it goes forward to the Department of Health the fundamental points of principle it contains must have the blessing and understanding of the profession at large.

At present the document represents confirmed PSNC policy but it is, of course, intended to provide the basis for a joint submission with the Society. However, as we went to press it was learned that Council was unable to complete consideration at this week's meeting, so further amendments are still possible on the Society side.

### Too soon to change?

In his Pharmaceutical Society Council election statement of policy, Professor Beckett asked for a "reasonable priority" on STV voting papers since he would not otherwise gain a seat on account of being employed in a very small branch of the profession—academic pharmacy. He need not have worried, for the voting analysis published by the Society last week shows that he secured easily the highest number of first preferences, topping the poll just as he did under the "seven vote" system in 1975.

Once again the voting system seems to have made little difference to the candidates elected (hospital pharmacy failed to gain a place) and the narrowness of the majority of electors in favour of abandoning STV means that Council must make up its own mind on the question. Common sense would suggest that the trial should be continued and the electorate canvassed again in three years' time, rather than change for the sake of change—but a key factor must inevitably be the relative costs of the two systems.

All the retiring Council members who sought re-election kept their seats, but only three—Professor Beckett, Mr Howarth (Boots) and Mr Bloomfield (proprietor)—had sufficient first preferences to ensure a place. Next came Mr Walker (proprietor) followed at some distance by Dr Booth (academic), Jill Gilbert (proprietor) and Joyce Gilbert (locum in general practice). A point worth noting is that it took the later preferences of four other candidates to provide Mr Walker with the mere 124 additional votes he needed to bring him up to the STV "quota" and the three remaining successful candidates were unable to achieve the full quota at all.

Looking at the policies of the selected candidates to gauge the views of the membership (or at least of the voting membership) is not at all profitable—except that five of the seven had specifically endorsed a policy of publicity and public relations on behalf of the profession. On Clothier we have both for and against—and "interim"; only two mentioned the question of the "chemist" title and only three the current major topic, planned distribution. It would thus appear that a place on Council is best earned by avoiding current issues—but it is no way to elect a "representative" governing body. In future years more candidates must be encouraged to take a stand on the issues of the day and, having secured election, be seen to fight for the policies they put forward.

Chemist & Druggist 925

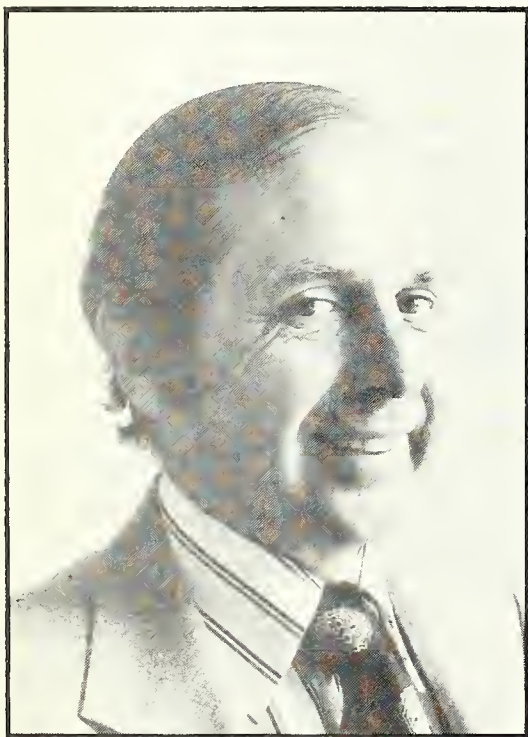


# Mr Balmford is elected as new president

Mr John E. Balmford, last year's vice-president, was elected president of the Pharmaceutical Society of Great Britain at Wednesday's Council meeting. Mr Balmford runs a "professional" pharmacy in Lichfield, Staffs. He was nominated by the retiring president, Mrs Estelle Leigh. Mr David Sharpe, recently elected

chairman of the Pharmaceutical Services Negotiating Committee, is the new vice-president. Mr James C. Bloomfield, a former president of the Society, was elected treasurer.

Mrs Jill Gilbert and Dr T. G. Booth the two new members of Council, attended their first Council meeting.



Mr Balmford



Mr Sharpe

## PSNC seeks cut in common pack sizes

The Pharmaceutical Services Negotiating Committee is to make representations to the Department of Health for a revision of the Drug Tariff common pack procedure.

At this month's meeting the procedure was considered in the light of the recent reductions in the "shelf life" (stockholding) period. Under the present provisions, contractors are required to dispense from a pack in accordance with their overall demand. The Prescription Pricing Authority sends out a series of letters warning that if one month's demand exceeds two-thirds of the next larger pack to that being used, future payment would be based on that pack. On the third month the warning is carried out until demand drops below the two-thirds level.

The Committee discussed the proposed

Medicines (Collection and Delivery Arrangements Exemption) order 1978 and is to inform the Department of the Committee's agreement. The Committee also considered a further letter from the Secretary for Social Services, Mr D. Ennals, on the profit margin issue (*C&D*, May 27, p842).

The Committee heard that a recent random check at the Central Checking Bureau showed that only approximately 50 per cent of forms FP10 had the doctor's telephone number on them. It was agreed that a letter should be sent to the secretary of the Society of Family Practitioner Committees requesting him to pursue the matter.

Representations are to be made to the Department for all pharmacist contractors to be sent copies of the *Prescribers Journal*. The decision followed a request

from the secretary of a Local Pharmaceutical Committee. Guidance to LPC secretaries on insurance for members attending meetings is to be issued.

It was reported, in accordance with the recommendation made at the April meeting, that an approach had been made to the Department to extend the range of drugs of addiction which may be supplied on forms FP10(HPad) issued by drug addiction clinics.

The meeting was the first at which LPC observers were allowed.

## MP asks further question in Commons on arbitration

Mrs Jill Knight, MP, asked the Secretary for Social Services, Mr David Ennals, this week, if he would now refer the chemists' case for an increase profit margin to arbitration following his recent correspondence with the Pharmaceutical Services Negotiating Committee. Mr Ennals, in a Parliamentary written answer, said he still did not believe arbitration would be appropriate at present for the reasons given in his letter of May 16 to PSNC's chairman (*C&D*, May 27, p842).

By Tuesday, 1,464 pharmacists had applied to the Pharmaceutical Services Negotiating Committee for further supplies of arbitration petition forms.

## Reminder on scripts for Aldactide

Aldactide tablets are now available in two strength—25mg and 50mg, labelled Aldactide 25 and Aldactide 50. The Pharmaceutical Services Negotiating Committee points out that where pharmacist contractors receive prescriptions for Aldactide with no indication of the strength the prescription will be referred back to them by the Prescription Pricing Authority. Contractors are advised to ensure that the prescription is endorsed with the strength required by the prescriber.

## Unichem's record membership

Over 40 per cent of Britain's independent pharmacies now have an active shareholding in Unichem, according to managing director Mr P. Dodd. He claims more than 3,500 members, a record despite some losses from retirements, deaths and take-overs.

Unichem's national consumer merchandising competition "Pointer-to-value", which gets under way on July 3, looks like breaking all previous participation records. Mr John Speller, general sales manager, says that the response from customers wanting to participate has considerably exceeded Unichem's expectations, the main reason being that the two previous promotions had made such a strong impact.



# Twenty-one new Fellows for the Society

Among many well-known names designated as Fellows of the Pharmaceutical Society are Mr Jim Bannerman, past president of the Society, Mr Colin Hetherington, vice-president of the European Association of Hospital Pharmacists and past president of the Guild of Hospital Pharmacists, and Mr Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee. Twenty-one new fellows have been designated as follows:

*For distinction in the science of pharmacy*  
Brian Lynn, Ruislip

*For distinction in the practice of pharmacy*  
Leonard Livsey, Cardiff

Edward Ernest Arthur Watkins, Cardiff  
Robert Watkins, Harrow

*For distinction in the profession of pharmacy*

James P. Bannerman, Glasgow

Mary Briggs, Horsham

Henry T. Christian, Nottingham

Evan J. Downing, Hertfordshire

Francis Flynn, Lancashire

Colin Hetherington, Leeds

Edwin Ibbotson, Crawley

William A. C. Kneale, Hertfordshire

Helen M. Latto, Cheshire

Peter Mackenzie, West Lothian

Francis J. D. McDougall, Edinburgh

Brian J. Meakin, Bath

William G. Pollard, Gloucestershire

Jawahir L. Sipahimalani, Bombay

Alan J. Smith, Buckinghamshire

Malcolm Wilson, Huddersfield

Ronald A. Wing, North Humberside

## Community theme for Irish congress

A lecture on "The professions and Irish society", by Senator Professor J. Murphy and a panel discussion on "The professions and their public relations" have been arranged for the Monday of the Irish Pharmaceutical Congress to be held on October 8 to 12 at the Mount Brandon Hotel, Tralee, co Kerry. The theme of the Congress is "Pharmacy and the community". There will also be a lecture on "Social and economic aspects of the health service" and a workshop on the future development of pharmacy. Tickets (£60, twin room; £65 single; £5, registration only; £7.50 banquet only) may be obtained from Emmet J. Kennelly, MPSI, Secretary, 6 Castle Street, Tralee, Co Kerry.

## 'Which?' on health foods and cines

Health food shops sell some manufactured foods which are the result of processes little different from those used for foods sold in other shops, according to the latest *Which?* Not all the foods in health food shops match up to health food principles but they do sell wider ranges of some types of food, the report says. Unbranded foods are best value although wholefood (usually food only) shops are cheap places to buy especially for bulk.

The report puts the main arguments used by health food enthusiasts but points out that technology can improve diets by ensuring plenty of food in good condition all year. Some special types of diet could be restrictive or difficult to follow. *Which?* recommends reading ingredients lists because researchers found

evidence of processing and additives in some health foods.

A report on cine cameras lists as "good value": Canon 310XL (£110), Canon 814XL (£270), Sankyo ES-66XL (£160). "Worth thinking about" were: Bauer C107XL (£200), Canon 514XL (£150), Chinon XL555 Macro (£150). The report says none of the 21 cameras tested was ideal so a compromise would be necessary to suit individual requirements.

## Drug invention that never caught on

A pharmaceutical invention, to add an emetic to drugs subject to abuse, was included in a *New Scientist* feature on inventions that never caught on. Pharmacist Mr Angus Grant of Essex patented his idea in 1976. He proposed coating the drug particles to delay absorption and mixing with uncoated emetic. He suggests that in the event of overdose emesis would occur before the onset of the drug's action.

Mr Grant says although efforts to promote his invention have been hampered by ill health he realises the task is probably futile. The feature says drug companies are not interested in "packaging dangerous drugs safely unless compelled by law to do so."

## Fines for sales to drug store

Sangers, Bedford, were fined £15 on each of two charges of selling Sea-legs and Night Nurse to a drug store. They were also ordered to pay £50 costs. The Court was told that the sales were due to "an administrative error" which was regretted and that all sales to drug stores had been ended because of the complexity of regulations concerning poisons.

## Chemists sales up 21 pc in April

Retail sales by chemists and photographic goods dealers were 21 per cent higher during April than in the same month the previous year, according to Department of Industry statistics. The sales index for all chemists was 236 (1971 = 100) while that of all businesses was 241, an increase of 16 per cent. Independent chemists' sales rose by 20 per cent to 189 whereas independent retailers generally had an 11 per cent increase to 208. Figures for multiples and co-operative sales are not given and NHS receipts are excluded.

## Price code review promised

Mr Roy Hattersley, Secretary for Prices and Consumer Protection, is to review the operation of the Price Code when it terminates at the end of July. According to a recent report in the *Daily Telegraph* he is considering changing rules safeguarding companies under investigation against profit losses and is under pressure from left wing Labour MPs to give the Commission more "teeth".

## Fifty-year-old medicines returned in Welsh campaign

Among the items returned during a recent unwanted medicines campaign in Gwynedd were 36 lamellae of cocaine made in 1928 and 3lbs of cyanide. Over 216,000 tablets and capsules were returned in the campaign organised by the Gwynedd Branch of the Pharmaceutical Society with the help of the Gwynedd Area Health Authority and police. Press, radio and television gave the event good coverage and the final "burn-up" at the Caernarvon and Anglesey General Hospital, Bangor, was televised.

## Packaging in ribbed bottles to continue?

One of the effects of the Poisons (Amendment) Rules 1978 (SI 1978 No 672) (*C&D*, May 27, p844) will be to relieve manufacturers and others from the requirement to package certain substances included in the Poisons List 1978 in fluted or ribbed bottles. Although, with effect from June 26, there will no longer be a legal obligation to package those poisons in such bottles, manufacturers and others are requested in the interests of the safety of blind and partially sighted persons in Great Britain who have come to rely on this tactile means of identifying dangerous substances, to continue packaging such poisons in fluted or ribbed bottles for as long as possible.

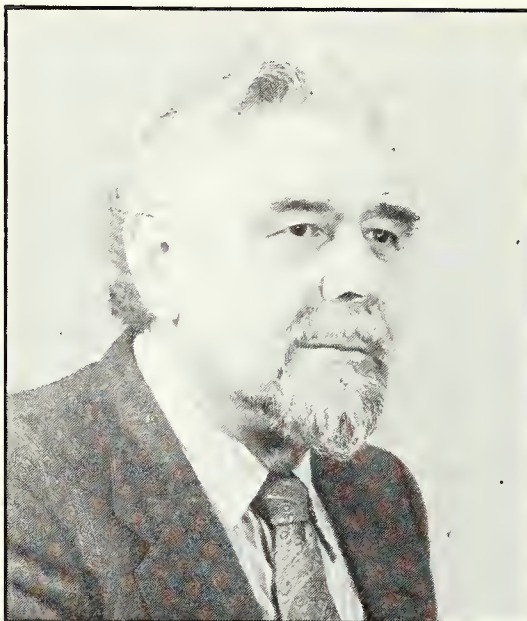


# Pharmacist honoured in Birthday List

Mr Geoffrey Roberts, FPS, regional pharmaceutical officer to the Mersey Regional Health Authority, was awarded an OBE in the Birthday Honours' List, published last week.

Mr Roberts, who qualified in 1941, was a member of the Pharmaceutical Society's Council from 1971 to 1974. He is president of the regional pharmacists of England and chairman of the Department of Health Committee on containers and closures. Mr Roberts was a member of the Noel Hall working party and a Department of Health working party on oral contraceptives distribution.

Also honoured in the Birthday List were Mr Roland Moyle, Minister of Health, who was made a Privy Counsellor and Mr Arnold Robinson, deputy chairman of Fisons Ltd, who was awarded a CBE.



Mr Geoffrey Roberts

## NFSE forms an alternative to ACAS

The National Federation of Self Employed has set up an Independent Conciliation and Arbitration Service to help small businesses because it believes the government's Advisory Conciliation and Arbitration Service (ACAS) is biased towards unions and is not independent.

In a report on ACAS, NFSE says ACAS concentrates on the small business sector—traditionally non-unionised—yet has little experience in that sector. ICAS would be non-profit making with appropriate charges to cover costs. Its main purpose would be to give expert advice to firms affected by ACAS, from, for example, a barrister, who would produce an alternative report to ACAS. Firms needing such help should contact ICAS (NFSE), 52 Shaftesbury Avenue, London.

## Simpler forms for small businesses

The form-filling burden imposed on industry by the Government's need for information is being eased, the Department of Industry's Business Statistics Office reported recently. Among the beneficiaries are the small retailers (now defined as annual turnover of under £100,000) who this year received a form of four pages instead of 16 in the 1977 retail trading inquiry. For larger retailers the requirement is down from 20 to six pages.

With the availability of the VAT-based register, most distribution and service inquiries will in future be based on samples—the 1971 retailing inquiry sought returns from 350,000 organisa-

tions; that for 1977 will involve only 25,000. The BSO is confident that accuracy of the statistics will not be sacrificed.

## Lead in food

Proposals to change the regulations controlling the amount of lead in food for human consumption have been issued by the Ministry of Agriculture, Fisheries and Food and the Secretary for Social Services. One of the main effects of the proposals will be to reduce the general limit on the content of lead in food from 2mg per kg to 1mg per kg. Another is to reduce the limit in infant foods, sold ready for consumption, to 0.2mg per kg (except rusks which will remain at 0.5mg per kg). Dried, dehydrated or concentrated infant foods will be subject to the new general limit of 1mg per kg which will be equivalent to 0.2mg per kg when the food is reconstituted or diluted. Comments on the proposals should be sent, by July 31, to food additives and contaminants division, Room 555, Great Westminster House, Horseferry Road, London SW1.

## New Patents Act now in operation

Three measures affecting patents procedures came into operation last week. The Patents Act, 1977, and its associated Patents Rules became the major legislation governing the UK patent system; the European Patent Office in Munich opened the receipt of applications and is the headquarters of the European Patent Convention; under the Patent Co-operation Treaty, administered by the World Intellectual Property Organization, nationals of a contracting state may file one international patent application which has the same effect

as if individual applications had been filed with each of the national patent offices of the other contracting states selected by the applicant.

The level of patents activity in 1977 was similar to 1976, according to the annual report of the Comptroller-General of Patents, Designs and Trade Marks. Patent applications showed a slight drop of 0.3 per cent to 54,423, but the number of complete specifications filed—which are an index of a serious intention to proceed to the grant of a patent—increased 1.2 per cent to 41,287. The number of complete specifications accepted was 36,549 (39,797 in 1976), the number in the field of medicines and surgery being 940 (1,093) and organic chemistry 2,818 (3,236).

The report points out that the introduction of the Patents Act 1977 will pose administrative difficulties over the next few years, but the opening of the European Patent Office may well eventually significantly reduce filings in the United Kingdom office.

*Comptroller-General's report, HC 360, (HM Stationery Office, £1.00.)*

## Underweight water softener charges

Pleas of guilty were entered when Chemcuts Ltd, Newark, Notts were charged with three breaches of the Weights & Measures Act 1963. The prosecution alleged that in the Peterborough branch underweight packets of water softener material were on sale after the wholesaler had withdrawn them.

It was alleged that neither Chemcuts Ltd nor the wholesalers had taken enough care to check that the packets were of the correct weight. For the defence it was alleged that the matter was the fault of their suppliers, Albright & Wilson Ltd, but that company blamed their packers, Alfapack. Chemcuts Ltd were fined £25 on each charge and ordered to pay £25 costs. Albright & Wilson Ltd were fined £100 on each of three similar charges following pleas of guilty.

## Photoworld '79

Photoworld '79, with special emphasis on encouraging interest in photography and attendance of the non-camera owner, is to be held at Olympia, London, from May 8-13, 1979. The exhibition, sponsored by the *Daily Express*, is expected to include "everything to do with films and film making for every amateur". Details are available from Fairs and Exhibitions Ltd, 21 Park Square East, London NW1 4LH.

## Health newspaper

A new weekly newspaper about health, aiming to present medical topics in a form readily understood by the layman, is to be launched in September. *Everybody's Health Weekly*, from Nouvelle Publishing, will cost 10p and be sold through newsagents and possibly pharmacies.



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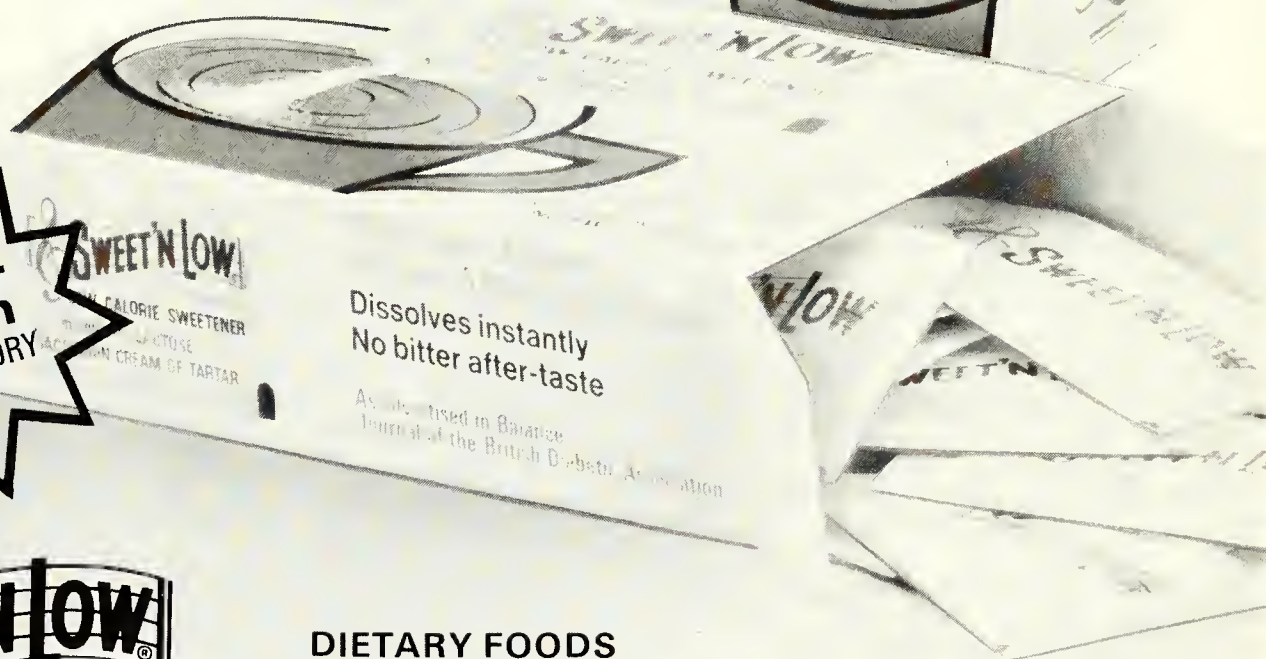
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# Addict gives advice on drug security

A drug addict and robber has given advice on preventing pharmacy thefts and frauds, to "make up for some of the wrong I've done in the past".

In *American Pharmacy* recently, the addict, still in a correction centre, says the key to prevention is the art of being observant. Does a customer look particularly interested in the shop layout? He may be looking for alarms or weak spots. If the pharmacist is suspicious a stern look may alarm the customer sufficiently to look elsewhere. Thieves use a grapevine, he says, learning from each other about the best ways to enter pharmacies.

The burglar needs answers to several questions: Are controlled drugs kept in a safe?; what type and where are the alarms?; how often are security checks made?; where can the safest and easiest entry be made?; where can a thief park a car where it will not be noticed? Following those answers the thief may telephone and ask if a certain drug is in stock, claiming to have had difficulty in getting a prescription dispensed. Demand to see the prescription before divulging that information and do not store such drugs where they can be seen, he warns.

## Silent alarm feared

The silent alarm that relays a warning is feared most by burglars. Metallic tape on windows and connected to an alarm is effective but thieves know how to check if the tape is a bluff. They scratch through the tape with a fingernail to break the circuit during opening hours and wait around at closing time to see if the alarm goes off. If not, the tape is not connected to an alarm.

Keeping all controlled drugs in a locked cabinet is a bad habit because it suggests there is something of value inside. It also allows an easier and faster raid. A safe is the best deterrent although it has to be securely locked.

The three most popular methods of entry, he says, are by breaking a window, through a wall and through the roof. Lighting is the best deterrent and removal of objects which could hide an entry is a good precaution.

## OTCs abused

Items often shoplifted by abusers are travel sickness remedies and nasal inhalers. The preferred travel sickness drug is cyclizine, the abuser consuming ten tablets at once obtaining effects similar to LSD, according to the addict. Propylhexedrine inhalers are broken open and the cotton wad either chewed or put into a syringe and the needle inserted into a vein. Blood is then withdrawn into the cotton and injected back into the body repeatedly. Euphoria for five to six

hours results, he says. A strong odour of menthol on the breath usually distinguishes an abuser.

## Spending up on electricals

A real increase in spending on electrical goods was evident in the latter half of 1977 according to a recent issue of *Retail Business*, published by the Economist Intelligence Unit. As the year progressed the UK market "talked itself into a more optimistic mood than for some time past". As for hair dryers and dry shavers, the values of UK imports in the period January to September 1977 were £6.754 and £6.525m respectively, as opposed to £5.721 and £6.012m in 1975. However it can already be seen that 1978 has reintroduced a chillier atmosphere to the UK outlook.

The report also looks at "cleaning products other than for washing and dishwashing" and including liquid bleaches and lavatory cleaners. Liquid bleaches constitute one of the three segments of this market which showed some growth; lavatory cleaners were static. The market size at rrp for liquid bleaches was £17m in 1977 compared with £14.5m in 1976 and lavatory cleaners increased from £3m in 1976 to £3.5m last year. Chemists, including Boots, had 2 per cent of this market against the grocers' share of 78 per cent. Hardware stores had 8 per cent and department stores 4 per cent.

An innovation in the lavatory cleaners segment is a more relaxed attitude to television advertising—"the bowl is beginning to appear".

## WESTMINSTER REPORT

### Medicine advertisers invited to comment

The Secretary for Prices and Consumer Protection, Mr Roy Hattersley, would be happy to consider any representations from the advertising industry on the Price Commission report on proprietary medicines (*C&D* May 27, p848), Mr Dudley Smith was told in the Commons this week.

### Animals in research

Twenty-five MPs have tabled a Parliamentary motion calling for a Royal Commission on the use of animals for scientific and commercial purposes. The motion calls upon the Government to investigate the incidence of the use of animals for the purposes of research and product development which involve the infliction of pain and death, and to consider the moral and scientific justification for such experiments".

### NHS homoeopathy

Two Labour MPs, Mr Tom Ellis and Mr Andrew Faulds, have tabled a Parliamentary motion urging the Government to provide sufficient grants for general practitioners to take post-graduate courses in homoeopathy, in order to ensure that there is a sufficient number of doctors to provide homoeopathic treatment under the NHS for all patients who desire it.



Alan Fryer, marketing director of Smith & Nephew Ltd, presenting a cheque for £2,500 to Sir Peter Compston, chairman of the fund raising committee and a member of the committee of management of the Royal National Lifeboat Institution. The cheque opens the Smith & Nephew Ltd donation fund which will be used to buy a series of in-shore lifeboats similar to the one shown



# PEOPLE

**Mr Mervyn Madge, FPS**, member of the Society's Council, has been re-appointed chairman of the Plymouth disablement advisory committee by the Secretary for Employment.

**Mr D. Morgan, MPS**, has been appointed a member of the Numark national promotions committee. He qualified in 1955 and has been managing the main branch of G. Morgan Ltd in Guildford. He served on the NPU Executive from 1968-71, and as a director of NPU Marketing Ltd.

**Mr A. J. Smith, FPS**, chief executive, Pharmaceutical Services Negotiating Committee, has successfully completed Part II of the Law Society's examinations, and will be admitted as a solicitor on July 1. The appointment of **Mr S. Axon, MPS**, as PSNC secretary is confirmed following the retirement of Mr J. Charlton (*C&D*, May 6, p699).

**Mr George Downie, MPS**, and **Mr Harry Poole, FPS**, have been awarded the Leo EEC fellowship awards by the Guild of Hospital Pharmacists and Leo Laboratories. Mr Downie, district pharmaceutical officer at Aberdeen, is to study total parenteral nutrition and Mr Poole, area pharmaceutical officer, Durham Area Health Authority, is to look at "Pharmaceutical manpower—what are the needs of today and tomorrow?"

## News in brief

□ A series of grants and awards (total £2 million) are available for firms from the Chemical and Allied Products Industry Training Board to encourage employment of young people. Details from the Job Opportunities Group, CAPITB, Staines House, 158 High Street, Staines, Middlesex.

□ The World Health Organisation is to offer a reward of \$1,000 for the first report of an active case of smallpox. The aim of the reward is to strengthen worldwide vigilance against smallpox and help programmes of national surveillance in countries where eradication of the disease has not yet been officially certified.

□ The Home Secretary has cancelled a direction which prohibited Dr Conrad Hunter-Smith, 51 Brockhill Road, Hythe, Kent, from possessing, prescribing, administering, manufacturing, compounding, supplying and authorising the administration and supply of substances in paragraphs 1-5, Part I, Schedule 2 of the Misuse of Drugs Act 1971.

□ A new edition of the directory of the Union Internationale des Laboratoires Independents has been published. The directory records the names and addresses of members plus their fields of activity in six languages. Copies (10 DM) are available from Mr A. Harzke, secretary-general, Ashbourne House, Alberon Gardens, London NW11. UIIL is an association of private laboratories and independent consultants.

# TOPICAL REFLECTIONS

by Xrayser

## What do we expect?

Not hard to find a subject this week with Bob Worby making what for most of us is a shock announcement that he will not be able to act again as chairman of PSNC. And the reason? Simply that he cannot afford, as a one-pharmacy proprietor, to let his business run down while he gives us, via the PSNC, the time and effort the job needs. I find remarkably little pleasure in seeing the chairman of our negotiators unable to continue because we don't pay him anything except token expenses—demonstrably not enough to relieve him of the anxiety of having to stay solvent while in his term of office. I can only say that we should know shame. Even a couple of pounds a year from each contractor would have made sure this didn't happen, and we would have kept a vigorous leader not only free from worry but confident of his support during a full term ahead. You realise of course that our opponents will be sniggering at our discomfort, and not unhappy at the results of our innocent parsimony?

So now we have another man to try to pummel some sense from Mr Ennals. Mr Sharpe is well known, is successful, and from the one lecture I heard him give, is a man of this world. What worries me is that presumably he must be "wealthy" enough to take on the job. Yet unless he can delegate most of his money-earning work, we should be asking if he, or any other chairman, can really give the full-time attention which I think this post needs at present. If he can, we just happen to be lucky, which seems a remarkably haphazard way for us to administer such critical affairs.

Indeed it could be argued that the man able to afford to take the job may be cushioned to the extent that he may take a somewhat detached view of the state of pharmacy, and by the nature of things may not have the edge or bite which would give hardness to the negotiator who is himself fighting to survive. The counter to this is that the successful man is successful because he is efficient and a pretty good negotiator anyway. But this type of talk gets us nowhere.

## Two options

I think it is time to examine the set-up of PSNC (which in view of what has happened cannot be accepted as satisfactory) and to look at two options which seem worth debate. The first is that the elected chairman of the PSNC should be our leader—the man who speaks for us and leads the negotiating team to the DHSS. In my view work plainly too onerous to be taken on part-time, over and above earning a living—that is to say, as an amateur activity. If we want an elected man from our ranks, we must pay him enough to free him from the kind of worry which forced Bob Worby out of office.

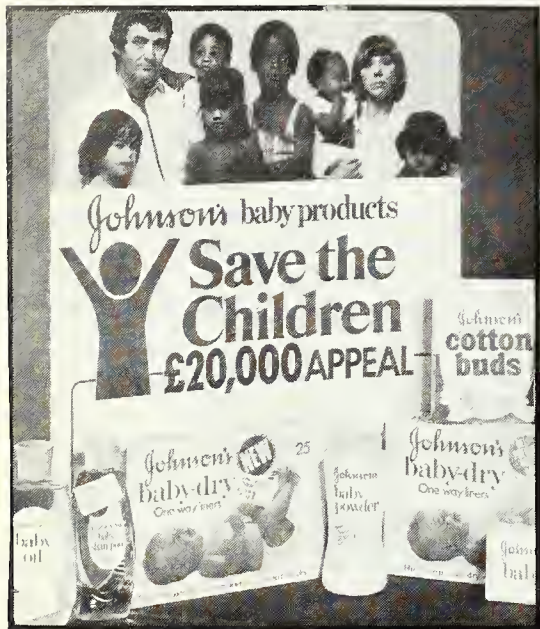
The second option is that we should hire a negotiator to whom we should delegate both leadership and authority. This man or woman, who need not be a pharmacist (think of Maureen Tomison's effective work for us) would become fully responsible for publicity and effective negotiations, subject to the overall direction of the elected members of the PSNC who would not then become public figures, but would acquire the status of members of a company board of directors with responsibility for direction of policy and who would have the power to hire and fire their general manager, they in turn being accountable to the shareholders—us.

With a relatively small change of emphasis this alternative is, in fact, almost in existence. To put it into practice, all that is needed is to ask Alan Smith if he would accept the post of leader and negotiator, and delegate to him full responsibility as our general manager. I find this idea growing as an increasingly attractive proposition, for it has the virtues of simplicity and logic. Meanwhile I look forward to seeing David Sharpe in action—I am sure he will find plenty of opportunity in the coming weeks!



# COUNTERPOINTS

## J & J aim to raise £20,000 for Save the Children Fund



In a nationwide summer promotion Johnson & Johnson hope to raise sufficient money to help the Save the Children Fund vaccinate 30,000 children against polio, tuberculosis and other killer diseases. Save the Children need £20,000 for this project and Johnson & Johnson have promised to donate £1 for every six tokens sent in by consumers from their wide range of Johnson's baby products.

Special flashed packs marked "Save the Children £20,000 appeal" will be available to all Johnson & Johnson stockists, and price reductions will encourage consumers to purchase from Johnson & Johnson's baby product range. Baby shampoo, baby powder, cotton buds, baby lotion, baby cream, baby soap and baby dry one-way liners are all included in this promotion and an example of the offers is a reduction from £0.61 to £0.47 for the large size baby powder. Consumers have to stick six tokens from the special J & J packs on a leaflet available at point-of-sale. Alternatively, tokens can be stuck on the special coupons featured in national women's magazine advertisements. All tokens must be sent direct to Johnson & Johnson. Every consumer sending in a completed donation form will receive an acknowledgement from Johnson & Johnson, who, in turn, will forward £1 to Save the Children.

## Mavalip in lipstick range

Mavala are launching a range of lipsticks (£1.45) containing Mavalip, a combination of lecithin and sterol extracts said to slow down moisture loss, keeping lips smooth and supple. There are 24 colours in the range and instore display material is available.

Six new shades of nail colour are being introduced—Napoli, Granada,

This is the first time that Johnson & Johnson have been associated with a charity in a promotion of this type, and it is hoped that it will create a great deal of trade and consumer interest. The promotion will be supported by half-page colour advertisements in *Woman*, *Woman's Realm*, *True Story*, *True Romances*, *My Weekly*, *Family Circle* and *Woman's Story* during July and August. The company will also be spending £650,000 this summer in a multi-media total range advertising promotion.

This is described as the "biggest ever" summer advertising promotion that Johnson's have launched. During the four month period until September, virtually every product in the baby range will be featured in Press or television advertising. "It is a highly significant investment," says Chris Wicks, marketing manager, baby products division. "We are backing the trade with really hard-hitting advertising right across the range. We are spending at the rate of £5,000 a day for four months and this can only result in heavily increased sales."

Johnson's baby shampoo, relaunched in April, will be supported by two new television commercials stressing the gentleness of the shampoo. The successful media tests of baby lotion and baby oil in selected television areas in 1977 will be extended for both these products this summer. Baby lotion will be supported by national television advertising and baby oil will be given 50 per cent coverage.

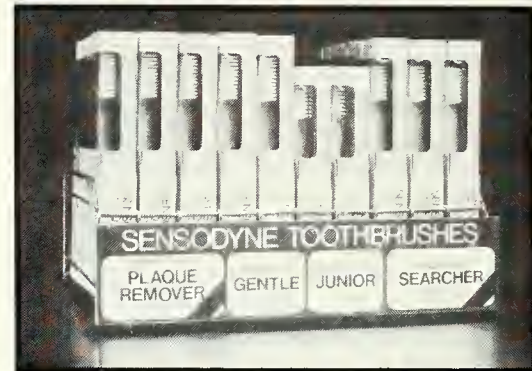
In addition, major women's magazines will carry full-page colour advertisements for Johnson's baby shampoo and the brand also features on Capital Radio for the first time. Johnson's baby cream, the all-purpose moisturiser, is being featured on the "buy-line" pages in *Woman's own*, *Woman's Realm*, *Woman's World* and *Woman & Home*. Full page advertisements for baby dry liners will be featured in *You & Your Baby* and *The Bounty Baby Book*. In addition, the baby product range will be featured in colour advertisements in *The Bounty Baby Book*, *Parents* magazine and *Mother*. Johnson & Johnson Ltd, Slough, Berks.

Nevada, St Moritz, Samoa, Bulawayo. Mavala Laboratories Ltd, 139a New Bond Street, London W1Y 9FB.

## Christmas shows

This year's Christmas shows begin in Glasgow at the Central Hotel from June 11-14; Harrogate, Majestic Hotel, June 18-21; London, Hendon Hall Hotel, July 4-6; Brighton, Metropole Hotel, July 9-12 and Manchester, Piccadilly Hotel, July 17-20.

## Sensodyne Searcher for plaque



The Sensodyne Searcher toothbrush (£0.43), from Stafford-Miller, has been designed following research which revealed that 68 per cent of dentists preferred a brush with a short head and with three rows of brushing filaments, the manufacturer says. The head is short and slim intended for removing plaque in hard-to-reach areas. The double-rounded Tynex nylon filaments are arranged in three short rows for a dense brushing surface and the brush may be immersed in hot water without damage. The straight handle is available in black, brown, avocado green, yellow, red and blue. Advertising in dental journals will form part of the promotional campaign and there is a trade bonus of 12 as 10. Stafford-Miller Ltd, 166 Great North Road, Hatfield, Herts.

## Hawaiian Tropic from Pfizer

Pfizer consumer products division have been nominated as the sole agents for Hawaiian Tropic sun tan preparations in the UK. These products include a sun screen gel (£2.20), dark tanning lotion (£2.75), dark tanning oil (£2.50), professional tanning oil (£2.95), royal tanning blend (£3.50) and forever tan aloe (£3.25). Uniclife Ltd, Great West Road, Brentford, Middlesex.



Two of the new pack designs for VO5 products from Alberto Culver (last week p910). The theme of this relaunched brand is the promotion of shiny hair



# INTRODUCTORY OFFER FROM COSINA TO THE PHOTOGRAPHIC CHEMIST



## 4x COSINA PF5000 FLASH CAMERAS For only **£21.50** Each + VAT

Here is a camera with all the features required of a mass seller—but which makes no concessions where quality is concerned! Utilising the popular 110 cartridge film, the **Cosina PF 5000** offers a pin-sharp 20mm f4 lens with the advantages of symbol focusing and exposure. The built-in pop-up flash is a tremendous sales feature, as are the light-weight and compact dimensions.

The **Cosina PF 5000** is supplied complete with case in a most attractive display box—and the *twelve month guarantee includes an automatic 3 month replacement service!*

This special offer price of **£21.50** if you order just four cameras is really special too!—you would normally have to order 24 to get this price.

Send off the 'Special Offer' form to-day—we'll let you have your 4x Cosina PF 5000 by return together with full details of all Cosina products.

### SPECIAL ORDER

FROM: .....

Please send 4x Cosina PF 5000 at £21.50 each + V.A.T.

- ☐ Cheque value **£96.75** (inc. V.A.T.) enclosed herewith. OR  
☐ I have an account with you—please charge. OR  
☐ I do not yet have an account with you—please send proforma.

Photographic Instruments (Elstree) Ltd.,  
P.O. Box 71, Ripon Way, Borehamwood, Herts. Tel: 01-953 1688.

## Acne responds to Quinoderm

### QUINODERM CREAM

available to Pharmacies only on prescription or for  
O.T.C. Sales. Retail Price 52p incl. VAT

#### Quinoderm Cream

25G. Benzoyl Peroxide 10.0%, Potassium  
Hydroxyquinoline Sulphate 0.5% in an  
astringent cream base.

### QUINODERM HYDROCORTISONE

is available on prescription only. Subject to T.S.A.

#### Quinoderm Hydrocortisone

30G. Benzoyl Peroxide 10.0%,  
Potassium Hydroxyquinoline Sulphate 0.5%,  
Hydrocortisone 1% in an astringent  
cream base.

### QUINODERM LIMITED

Monchester Road, Oldham  
OL8 4BR

## PHILIPS



Here's your chance to join the summer promotion

Prizes worth £20,000 for photographers • Prizes worth  
£8,000 for dealers • Everyone benefits • Year round  
interest • For users of Philips flashbulbs or any  
electronic flash • National press and full  
promotional support

NAME .....

ADDRESS .....

For promotional material  
and full details, write to:-  
Philips "Four Seasons"  
Competition,  
34/35 Leegate,  
London  
SE12 8BR.

CD1

PHILIPS





# COUNTERPOINTS

## Tabac Original and Dunlop offer a sporting chance

Tabac Original are organising a competition in association with Dunlop. It features six sporting events for which entrants have to select appropriate captions and complete the slogan "I think Tabac Original is the ideal product for sportsmen because . . .". All entries must be returned by the end of September. There are 25 prizes of £100 worth of Dunlop sports equipment and 25 prizes each worth £50 of the same equipment.

Stockists ordering the special after-shave parcel which consists of 12 47cc aftershave, 12 90cc aftershave, six 163cc aftershave, six 100g talcs and six free 15cc aftershaves (£47.11), will also receive a backcard featuring Dunlop sports equipment and special entry forms. Details of the competition will be flashed on packs and it will be backed by an advertising campaign in the *Sunday Express* and *TV Times* in June and in the



*Sun, Daily Mirror, Daily Record, Daily Mail and Sunday People* in July. *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.*

## Numark haircare display competition

Numark are offering £1,000 worth of prizes for the most novel and effective selling display of the haircare products on promotion in June. First prize is £500 in Lunn Poly holiday vouchers; second prize is £150 in Lunn Poly holiday vouchers and third prize is £100 in Lunn Poly holiday vouchers. There will also be 21 consolation prizes, of six bottles of French wine (three red, three white) with a wine waiter's knife. All the entrant has to do after building the display is to photograph it and send a print together with the official entry form, which is available with the Numark merchandising kit for that month, to Numark central office by July 1. The competition is being sponsored by Beecham and a condition of entry is that three of their products included in the June promotion must be displayed. *ICML, 51 Boreham Road, Warminster, Wilts.*

## Wasp-eze exposure

Potter & Clarke Ltd will be advertising their product, Wasp-eze, in four national daily newspapers during June and then again from the end of July until the end of the wasp season, which will depend entirely on the weather. This campaign will be backed up with advertising in general interest consumer magazines until the end of July. Wasp-eze will also be advertised to readers of *Trail*, the new outdoor magazine from the AA and in the *Readers Digest*, to bee-keepers in such publications as *Honey Bee Times* and to travellers on leaflets which will be issued to them from travel agents and

tour operators. One side of this leaflet contains travelling hints and information and the other a reminder to stock up on Wasp-eze before leaving. *Potter & Clarke Ltd, 44a The Green, Warlingham, Surrey. Distributed by De Witt International Ltd, Seymour Road, London E10 7LX.*

## Durex takes to the water

Close on the heels of the announcement that Durex are to sponsor an England v. Australasia Speedway Test series, comes the news of a new motorised sports sponsorship—this time on water. The Durex name will be carried on a Formula One inshore powerboat in two events this year. These are the Embassy Grand Prix in Bristol Docks on June 10 and 11 and the British Grand Prix at Chasewater in Staffordshire on July 1 and 2.

The powerboat will be painted in the Durex house colours and the logo will feature prominently on the sides and front of the boat. The driver, Peter Inward, will also wear the Durex brand logo. Both events will be covered in the media and two television companies will be filming documentaries of the events. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.*

## Kemanobel products

The Swedish toiletries firm of Kemanobel will be launching three products in the UK early next year—a body shampoo for men, a toothpaste and a range of confectionery. No further details on distribution are available as yet but barring packaging problems they will be revealing all in spring 79.

## £1,000 draw from Mum

Bristol-Myers have organised a grand draw for Mum antiperspirant deodorant. Free entry forms are available at point of sale, along with details of two special offers, and everyone who completes the form and sends it in before September 5 will be eligible. No proof of purchase is required. The first name out of the hat will receive £1,000 in cash—a present from Mum. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Slough SL3 6EB.*

## Wright's seek new spin bowler for England

Last year, Wright's Coal Tar soap sponsored a competition with the *Sun* newspaper to find new fast bowlers for England. This year they are looking for a spin bowler. The competition is being run on similar lines to last year and is open to youngsters aged between 16 and 23 who have the endorsement of their sports master, headmaster or local cricket club captain.

To coincide with the "Find the right spin bowler for England" contest, retailers will have the opportunity to enter a special competition to win an all-expenses paid weekend for two in London, including dinner at a top London restaurant with Mike Brierley and Bob Willis. As an extra bonus, the winner will receive a cash prize of £50. Entrants are asked to place in order of importance five characteristics of a spin bowler and complete a simple tie breaker. Entry forms are available from LRC Products representatives and the competition closes on August 11. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.*

## British photography competition 1978

The British photography competition organised by the *Telegraph Sunday Magazine* is to be held again this year, in association with Kodak Ltd, British Airways and the National Trust. This is the fourth year of this competition and a particularly attractive theme has been chosen for 1978—"A sense of beauty". Full details of the competition, together with the rules and entry forms, will be published in the *Telegraph Sunday Magazine* on June 18. The competition runs from that date until September 15, the last date for receiving entries. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts.*





# Willow Retail Presents

## ***l'Evita***

A distinctive perfume for the individual.

Willow Retail will give you an Entry Draw Bond on each £100 order of l'Evita.

The Entry Draw Bond offers two first prizes of two pairs of free tickets to the Musical 'Evita' with dinner and weekend travelling expenses.

Twelve consolation prizes of the L.P. of the music of 'Evita' will be awarded to the runners-up.

**"Show Willow for Profit"**

Willow Retail Proprietaries Limited  
Falconhurst House, 20b Cliddesden Road, Basingstoke, Hampshire  
Telephone Basingstoke (0256) 23261 Telex 858575

# **WESTONS**

## **have now moved to**

# **WEST ONE**

The Managing Director, Marketing Department and Buying Offices of Westons Chemists (UK) Limited have moved to 125 New Bond Street.

Until the switchboard is fully functional you can obtain these people on the following numbers:

**Mr P. Van Oss**  
Managing Director  
**Mr M. Hennessy**  
Deputy Managing Director  
**Mr J. W. Ramsay**  
Purchasing Director  
**Mr B. R. Daltrey**  
Marketing Director

**01-491 2710**  
**01-491 3882**  
**01-491 3418**  
**01-491 3375**

**Miss P. Rickard**  
Marketing  
**Mr P. J. Macfarlane**  
Marketing  
**Mr N. Slater**  
Marketing  
**Mr A. Rolls**  
Marketing

**01-491 7871**  
**01-491 7580**  
**01-491 4104**  
**01-491 7121**

Also, Mr A. Mann, Mr M. Dobbs, Mr J. Jenkins and Mr J. Phillips can be contacted on 01-491 4820.

**Westons Chemists (UK) Limited, 125 New Bond Street, London, W.1**



# COUNTERPOINTS

## Fabergé's new Roller-ball antiperspirant



Fabergé have relaunched their Brut 33 roll-on antiperspirant, Roller-ball (£0.99). Packaged in the successful splash-on style bottle, and with the increasingly popular 'big ball', will be available from July

## Vestric promotions in July

Vestric promotions for July are:— Allurell hairspray; Arrid aerosol roll-on and re-fill; Nair lemon lotion and Nair lemon cream; Aqua Ban; Bran Slim tablets; Bioscal hair formula and Bioscal special shampoo; Cooper's fresh-aire; Cooper's fly killer, ant killer, moth proofer, garden spray and insect powder; Cusson's Imperial Leather talc; Brut 33 splash-on lotion; Johnson's baby powder, baby cream, baby soap, baby lotion, baby oil, baby shampoo, baby dry liners and cotton buds; Kotex Simplicity; Kleenex; Signal toothpaste; Penny Wise; Head & Shoulders lotion; Head and Shoulders cream; Contac 400; Harmony hair spray; Three Wishes antiperspirant; Diocalm; Germoloids supps, ointment and tissues; Radox liquid; Tufty Tails and Tufty Tails pants (newborn, baby, toddler). Toni body perm; Kwells; Optrex eye lotion and eye bath, drops; Wilkinson WII blades. Vestric Ltd, Chapel Street, Runcorn.

## Beecham bonus for Dry Cow extended

The closing date for the bonus offer for Amplicox and Orbenin Dry Cow (C&D, May 20, p812) has been extended from May 31 to June 30, say Beecham Animal Health, owing to the encouraging response. Beecham Animal Health, Beecham House, Brentford, Middlesex.

## Sweet 'N Low sales

E. C. De Witt & Co Ltd have been appointed distributors to the trade of 4oz packs and 50 sachet boxes of Sweet 'N Low. An introductory bonus offer is available from June 12. E. C. De Witt & Co Ltd, Seymour Road, London E.10.

## N & P offers

Nurdin and Peacock Ltd regret an omission from their C&D advertisement May 27. The offers listed are available only until June 16.

## PRESCRIPTION SPECIALITIES

### Sugar free Normacol

Norgine Ltd say that with effect from June 15, the name of Normacol diabetic will be changed to Normacol standard sugar free formula. The formulation, pack size and price remain unchanged. Norgine Ltd, 59 High Holborn, London WC1V 6EB.

## Ubretid pack change

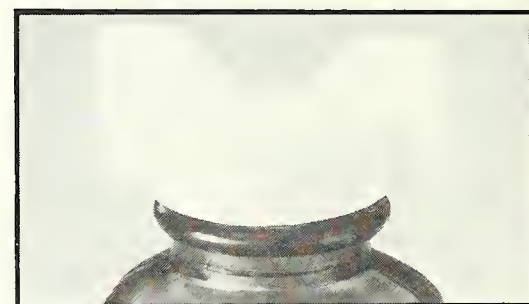
Berk Pharmaceuticals Ltd are to discontinue packs of Ubretid ampoules 0.5mg x 6 and tablets 5mg x 12. They will be replaced Ubretid ampoules 0.5mg x 10 (£3.93 trade) and tablets 5mg x 20 (£9.70 trade). The changeover

is expected to take place during June. Berk Pharmaceuticals Ltd, Station Road, Shelford, Guildford, Surrey GU4 8HE.

## Flagyl injection

May & Baker Ltd say that Flagyl injection (for intravenous infusion) is now available for the treatment of anaerobic infections (100ml infusion bottle, £6.40 trade). May & Baker Ltd, Dagenham, Essex RM10 7XS.

## Ponstan forte with helpful closure



Parke, Davis have introduced Ponstan forte tablets for the treatment of rheumatoid arthritis and osteoarthritis. Each tablet contains 500mg mefenamic acid (50 tablets, £1.55 trade). The bottle closure has been designed to be opened easily by arthritic hands.

The product is being promoted to hospitals in Scotland, England and Wales and general practitioners in Scotland only at the moment. Promotion to GPs in England and Wales will be at a later date. Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH.

## ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Anadin:** All except U,E

**Complan:** M

**Dentu-creme:** All areas

**Dettol cream:** All except E

**Bergasol:** All areas

**Farley's rusks:** All except Ln

**J&J baby lotion:** Ln

**J&J baby shampoo:** All except E

**Just Call Me Maxi:** Ln, M, Lc, Y, Sc, So, NE, G

**Polaroid sunglasses & camera model 1000:** All areas

**Poly Simply Sensational:** Lc, Y, Sc, NE, A, B, G

**Nivea:** Sc, U, G

**Norsca:** All areas

**Numark:** Sc, G, U, B



# Plink, Plink, Fizz is putting the rustle, rustle, chink into your sales.

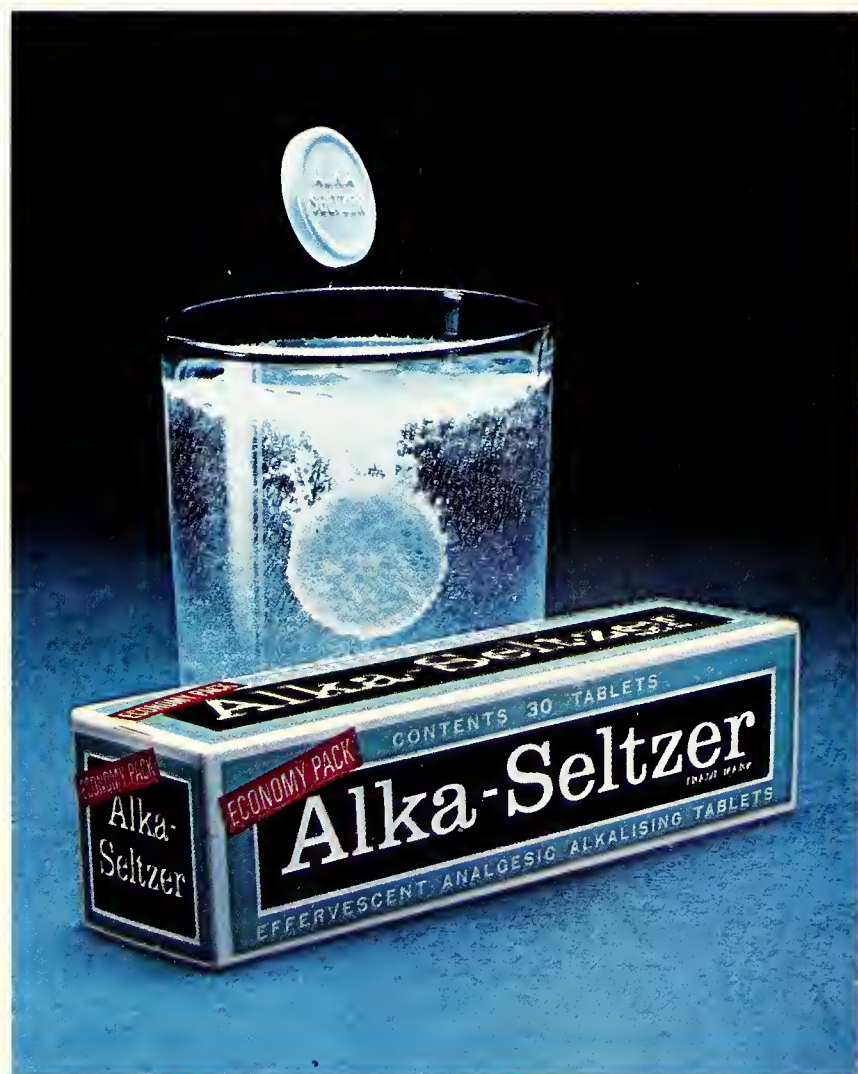
Last year we promised to put the rustle, rustle chink back into your sales.

And, judging by our latest consumer purchase figures, (Nov/Dec 1977), we've kept our promise.

So this year we're aiming even higher, giving Alka Seltzer® its strongest support for 5 years.

Which could well make Plink, Plink, Fizz the noisiest campaign on TV.

So stock and display in time for the holiday rush.



©Alka-Seltzer is a Registered Trade Mark.



# BerkeyKeystone: pocket cameras you can afford to sell!



## 106

Built-in electronic flash. Extended range capability. 2 year warranty.

## 306

2:1 tele-zoom lens. Built-in electronic flash. Extended range capability. 2 year warranty.

You know how it is with a lot of popular cameras—you're expected to stock them but you're always being undercut. With Berkey Keystone it's different.

Our pricing and distribution policy gives you a really fair mark up.

### You sell a first-class product.

Berkey Keystone are the most advanced popular cameras in the world.

The first with built-in electronic flash (we invented it!) and the first with a 2:1 zoom lens (the new 306). They have neutral density filters, allowing the full benefit of a fast (400 ASA) film. This extends its use

in daylight, doubles the

flash range and encourages your customers to take more shots, so you sell more film and processing!

All this, coupled with superb reliability (we have far fewer 'customer returns' than anyone else), means you can afford to sell Berkey Keystone in every sense.

Ask your film processor or wholesaler, or contact:

**Bill Painter at**  
**Berkey Keystone (UK) Ltd,**  
**P.O. Box 5, Burrell Way, Thetford,**  
**Norfolk IP24 3RB. Tel: (0842) 2484**

**Ireland: Orlaine Agencies, Unit 13,**  
**Abbey Shopping Centre, West**  
**Street, Drogheda. Tel: 7481.**

## Special Sales Offer!

We will allow you £1.50 to make a special offer of free processing to everyone buying a 106 or 306.

Point of sale available to help you put this offer over.



# BerkeyKeystone

BRITAIN'S BEST-SELLING POCKET EVERFLASH CAMERAS.



# EQUIPMENT

## Millipore extend their filter range

Millipore have extended their range of cartridge filters and now have available units suitable for grossly contaminated bulk fluids as well as end-point critical filtration. Utilising a pleated concept has given rise to the CP and CW series of cartridges available in 25cm, 30cm, 55cm and 78cm lengths with varying filtration area per cartridge and providing flows for single elements up to 4,000 litres per hour.

The filtration at sub-micron levels of hazardous chemicals is claimed to be much simplified with a pleated PTFE filter cartridge, Fluorex. The filter unit consists of either a 0.2 micrometre or a one micrometre PTFE membrane sandwiched between extruded polypropylene support screens. The sandwich is then pleated and wrapped around a porous polypropylene core providing a large surface area in a small volume. Support materials have been selected for ease of cleaning. *Millipore (UK) Ltd, Millipore House, Abbey Road, London NW10 7SP.*

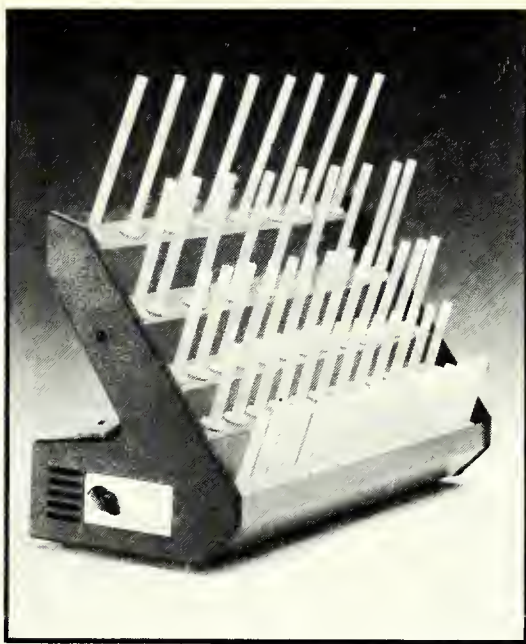
## Carton sealer

Up to 40 packs a minute can be sealed automatically by unskilled labour with a new machine called the Haydn from P. P. Payne's strapping division. The semi-automatic machine, geared to high volume throughputs of packaged goods, is claimed to have a number of advantages, including top and bottom sealing techniques, easy adjustability to most pack sizes and compactness.

Links with any flow line system, adjustable table and overhead sealing heights, easy manoeuvrability through castor rollers and swift replacement of tape coils up to 1,000mm, are other features of the Haydn, used with Payne's range of self-adhesive sealing carton tapes (made from an extra strong filmic material in 38mm and 50mm widths). It can also be equipped with coding facilities and an extension table. *P. P. Payne strapping division, Haydn Road, Nottingham.*

## Portable wages file

Moore Paragon have introduced the Payscale portable payroll system for wages preparation where space is at a premium and mobility is essential. All documents—pay advice slip, payroll and personal earnings record—are completed in a single entry, thus saving time and eliminating transcription errors. A lockable carrying case ensures security and contains a fold-out writing board and packs of payroll forms stored in a central vertical file complete with installation guide. *Moore Paragon UK Ltd has 14 regional offices. Moore Paragon UK Ltd, Paragon Works, London E16.*



## Dryers for glass

The B7 series of Nelldorn glassware dryers is said to be easier to use and more robust. Modifications include: Improved construction enabling price to be held down; new labelling of controls; wiring harness conforms with all international standards; extra cut-out; time controlled models have continuous air flow and three heat controls. *Nelldorn Ltd, 11 Onslow Road, Richmond, Surrey TW10 6QH.*

## High density polythene bottles

A range of high density polythene bottles have been introduced by Rockware Plastics Ltd. They are available in 125ml, 250ml and 500ml sizes. All sizes take standard R4 closures. *Rockware Plastics Ltd, Lower Ham Road, Kingston-upon-Thames, Surrey.*

## Bar code scanner

A new method of display and a bar code wand scanner are among the features of the latest MSI/77 hand-held data entry terminal from MSI Data Corporation. Savings in power consumption are expected as a result. *MSI Data Corporation, Data House, St Ives Road, Maidenhead, Berks.*

## Propathene trolleys

A range of trolleys for loads up to 500kg in two sizes—1m×0.6m and 1m×0.7m—from Geest Industrial Group Ltd, use Propathene (from ICI) in place of conventional timber and steel platforms. They are claimed to be completely free from rotting, splintering and rusting, and smooth and flat, so the load surface is hygienic and easily cleaned. ICI say Propathene will not absorb liquids and is highly resistant to most chemicals (including acids) and to oils and fats. All mouldings carry a five year guarantee. Single and double-ended versions are available and 500mm-deep sides can be fitted if required. *Geest Industrial Group Ltd, West Marsh Road, Spalding, Lincs.*

## Audio security cable

Loop alarm systems with audio security cables that can be plugged into hi-fi sets, cassette recorders and portable radios, to prevent shoplifting thefts, are now available from Volumatic Ltd. Consisting of a two metre length of co-axial cable (£4.25 plus VAT and carriage) with five pin 180 degree din plug, which is compatible with any appropriate din socket on an audio unit, the new audio security device is available as an optional extra with the three loop alarm systems made by Volumatic—the Protectalarm, Protectaloo and the Multi-loop. If any attempt is made to remove the audio security din plug from protected merchandise, the alarm is sounded. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*

## Rechargeable battery in alarm system

The new Security Cord S 222 loop alarm system from Delta Security Ltd is said to extend the period of continuous security, for only a marginal increase in cost, by use of a rechargeable battery. The manufacturer says the most efficient users of loop alarms can forget to replace batteries, causing periods of low security. *Delta Security Ltd, Castle Street, Axminster, Devon.*

## Part 2 security film

A security training film "Look again—part two" deals with back door delivery "fiddles" of goods such as electrical, cosmetics and clothing. (part one deals with food). Methods of prevention and detection are shown together with what to do if a delivery cannot be checked thoroughly at the time of arrival. *Lawrence Security Services Ltd., Surpass House, 26 Harrison Street, London WC1H 8JG.*

Rockware's plastic bottle.





# Winner by a clear head.



## **First for Chemists**

Chemists' customers spend more on Head & Shoulders than on any other shampoo.\* It's the most profitable dandruff shampoo for you to stock – in all its sizes. Each of its sizes is

designed to satisfy a particular demand.

## **First for Customers**

Head & Shoulders really works. Its unique formulation includes zinc pyrithione, so that with regular use Head & Shoulders

clears dandruff that ordinary dandruff shampoos leave in the hair. Head & Shoulders suits all hair types, and leaves hair soft, manageable and shining.

\* Independent Retail Audit



# Beauty business

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- 946 Two recent launches
- 950 Sunprep 78
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## WET OR DRY?

June 18 is Father's Day and some of your customers might be thinking of buying a razor for their dads. The first thing to discover is whether the father in question is one of the 12 million men in this country who still prefer a wet shave or one of the small, but growing number who have switched to electric razors.

The British male is a conservative beast. He likes his beer the way it's always been, his women to be like his mum, and tends to shave the same way as his dad, who in turn shaved the same way as *his* dad and so on. Which is why wet shaving remains the more popular way of spending those five or ten minutes every morning. It is true, however, that sales of electric shavers have been

steadily increasing since 1972. A recent *Retail Business* report (*C&D* February 4, p156) estimated that in 1976 sales of electric shavers totalled nearly 1.9 million, a figure which includes 250,000 women's shavers.

One problem in attracting new users is that fathers tend to pass on old electric shavers to their sons or buy them an inexpensive battery shaver—and because these products are often inferior they set the new user a bad example on which to base his future shaving habits. He will often revert to a wet shave and remain convinced for the rest of his life that it is the *only* way to get a good, clean and comfortable shave. Indeed there are few things more personal than



shaving and, as Braun pointed out to *C&D*, few men realise what actually takes place during a shave.

There are three facts which make this daily chore far from simple. Facial hairs are very resistant—the hair from a beard is as tough as a piece of copper wire of the same diameter—although it can be softened with water. The skin on the other hand is both resistant and sensitive. It is highly elastic which means it can be pressed back by a shaver to get closer to the root of the hair, but when a hair resists too much the skin can be pulled upwards resulting in irritation. Skin is also protected by a layer of oil and a layer of dead skin cells—attack either of these and the skin will become red, irritated and vulnerable to bacteria. And finally hair growth, like a fingerprint, is individual. Some men have a strong beard growth, others hardly need to shave at all. With some men the hair grows in tufts and with others in rows—and in all cases the pattern of hair growth varies from place to place on the same face.

### Shaving rudiments

The basis of a wet shave is to cut off the hair using a sharp edge. The blade meets the hair which resists it, the hair is bent sideways by the increasing pressure and eventually the counter pressure of the skin holding the hair pushes it back, allowing the knife to cut it. In a dry shave the hair is not



*Continued on p943*



# Now Midas has lift off



**\*Eye-catching packaging \*Impactful advertising**  
**\*CUSTOMER CATCHING TRIAL OFFER PRICES**  
**-30p OFF LARGE 15p OFF STANDARD**

And same successful formulation



## SHAVING

Continued from p941

cut but shorn off. The hair is trapped between two blades rather like pair of scissors—it cannot be bent sideways or torn out.

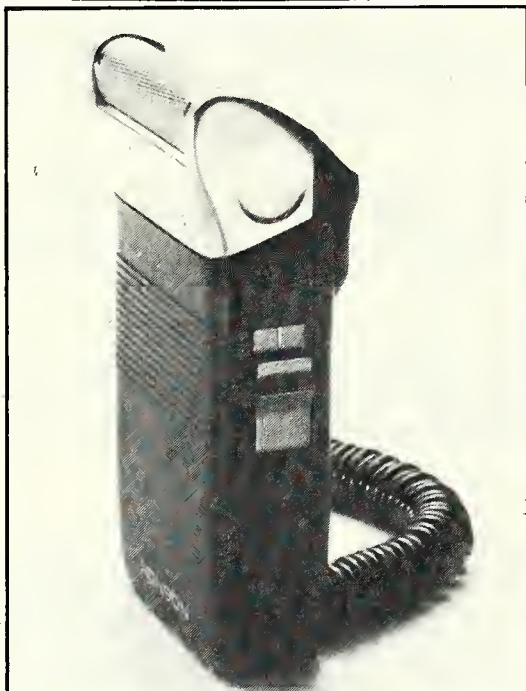
For many years the wet shave was undoubtedly the closest form of shaving and, compared with some dry shavers, it still is. However there have been developments in the technology of electric shavers and those with very thin foils permit the hair to be cut at, or even below, the surface of the surrounding skin. With wet shaving the skin is slightly swollen at the time of the shave and when it retracts some 30 minutes later the stubble can be seen and felt again.

Normally it is impossible to cut the skin with a dry shaver and, if used carefully it is possible for most men to avoid cuts with a wet razor. Nevertheless wet shaving is much harsher on the skin as it scrapes the surface, removing the protective layers of dead cells and oils. From the convenience aspect a dry shave needs very little preparation and leaves no mess. If the shaver is mains operated it will of course require a supply of electricity, but if it is of the battery or rechargeable sort, it can be used anywhere, anytime, with the minimum of fuss. A wet shave requires water, lather, towels and a sharp blade, and sometimes a good supply of sticking plasters!

Ronson believe that there could be said to be two types of man when it comes to the vexed question of shaving. The man who enjoys the ritual of "lathering up and scraping" and the man who regards shaving as a necessary chore to be done as quickly and efficiently as possible. Braun agree that some men actually derive enjoyment from the ritual aspect of lather and scrape but also feel that many more are committed wet shavers because they were disillusioned with early versions of electric shavers and have not kept abreast of recent innovations.

### European picture

In Europe the picture is very different, approximately 55 per cent of men shave dry in Europe as a whole and in Scandinavia alone the figure is 60 per cent plus. In the



Courtesy of Ronson

UK this figure is nearer 30 per cent. It is true that economic figures have been holding the percentage down, however, and as Dick Packham, marketing manager for Philishave and Ladyshave stated in his recent *C&D* article (May 27, p862) signs of controlled inflation coupled with a steady VAT percentage should check the recent slump.

### War between giants

Mr G. O. Trigg, marketing manager for Ronson electrical division, sees signs in the UK of the war between the razor blade giants which is already being fought in the USA and Europe. The sheer volume of advertising money spent by the giants has played its part in keeping wet shavers loyal to their notions of the "perfect shave". In recent years, however, the considerably increased level of expenditure by electric shaver manufacturer has undoubtedly helped to increase the volume of sales. In 1974 the advertising spend on electric shavers in the UK was some £950,000 which by January-November 1977 had increased to £2,520,000.

Much of this money has been spent in pointing out to wet shavers who have only experienced the older kind of electric razors that many advances in technology, design and performance have been made in recent years which Mr Trigg believes can justify the reasonable claim of all major manufacturers that electric shavers provide a shave every bit as close as a wet shave. Understandably he is most proud of his own product, the Ronson Spirotech. Braun have seven models available of which the most recently introduced was the Intercity, and Philips remain convinced, as their advertising demonstrates, that the Philishave is the "best shaver in the world". Pifco came back into this market last autumn with their Precision electric shaver and tell us that they are planning to launch a rechargeable shaver later in the year, and the German firm, Krupps, have also recently added an electric shaver to their range.



Courtesy of Gillette

Philips tell us that they see no threat to Philishave sales from any expansion in the wet razor market which might be brought about by the recent introduction of disposable razors. They feel that the Gillette GII and Wilkinson Sword introductions might "dent the lead held by Bic" but rather than affect the sales of electric shavers, it will tend to split the wet shaver market between disposable and rechargeable (refillable) razors, and will end up by squeezing out the cheaper rechargeables. Braun also doubt whether the developments of disposables will be a deciding factor in the wet versus dry battle. Ronson too, believe that while throwaway razors might adversely affect the razor blade market, it will "certainly have no effect whatsoever on the slow, but steady growth of the electric market".

### Ratio steady

Naturally enough the wet razor manufacturers do not entirely agree. Gillette, for instance, state that the ratio of wet to dry adherents has remained about the same for the past 20 years, despite the heavy advertising by the manufacturers of electric razors. They acknowledge that the market experienced a frisson of excitement when Braun joined in 1976 but feel that the "small advances made then... have since been eroded and the market has returned to normal". They also add that in their opinion this ratio will not alter dramatically in the foreseeable future. Ken Tweedie, marketing manager at Wilkinson Sword, tells us that the total market for razor blades is estimated to be worth approximately £27 million at rsp, and that razor sets account for a further £6 million.

The major "systems" brand is Gillette's GII but Wilkinson are already claiming to have taken 25 per cent of this market share with their WII system launched last September, and claim second place with Wilkinson Sword Bonded.





# To undersell our sunlamps now is Midsummer madness

You may not have thought summer a good time to sell Philips sunlamps.

But just think of how many of your customers are going away on holiday during the next three months. Most of them will want a good suntan.



A Philips Ultraphil sunlamp like the HP3115 shown here, or model HP3114, can help them start a tan before they leave home. It can also help them keep that precious tan when they return.

Stock up with Philips Ultraphil sunlamps now. Then when your customers ask for something to help them tan, you'll be able to offer them the best product for the job.

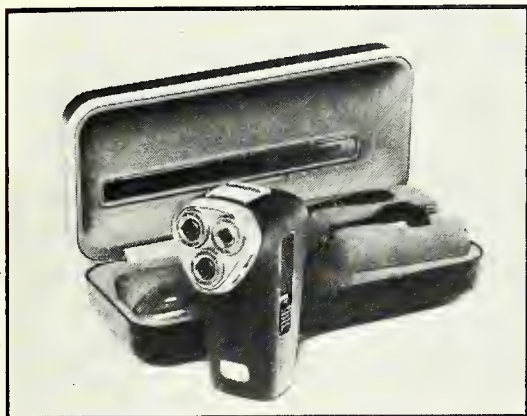
Simply years ahead





## SHAVING

Continued from p943



Gillette told *C&D* that they had not found that the growth of disposables had adversely affected sales of Gillette GII. Indeed, consumers trying a Gillette disposable are often experiencing a twin blade shave for the first time and many subsequently convert to the more sophisticated GII. What they have found is that sales of disposables have tended to expand the total market and that women are tending to buy disposables for themselves. They estimate that about 30 per cent of disposable buyers are women and conjecture that this is because the razors are lighter than a conventional razor and having two blades the risk of cuts and nicks is diminished. Another source of new business they say is the holiday trade. Being less bulky to pack, this method is also a popular form of shaving among commercial travellers and businessmen.

Gillette also feel that despite being responsible for about 46 per cent of all razor blade sales chemists have not adapted to the recent rapid changes in the market. In store displays, they feel, do not reflect the market share picture, leading to out of stock situations and loss of business. During 1978 the company plans to spend more than £1 million advertising Gillette II and a further £500,000 on the disposable. They believe that in the long term shaving systems will continue to dominate the market and that disposables will complement the established systems rather than compete with them.

### Disposable duo

Wilkinson Sword are predicting that the disposable segment will achieve between 10 and 15 per cent of the total market this year and are hoping that their disposable duo Close & Easy will "achieve a substantial share" of that market. They will be spending over £1½ million in support of their total shaving business in 1978 and have already spent £250,000 on Close & Easy since the launch.

### Surprise instigators

Biro Bic were the surprise instigators of the disposable market, and as marketing director, Edward Ramsden Freeman, told *C&D* they prefer to think of their product as

"re-usable" rather than disposable. "I think," he said, "that any razor which can still give a consistently good shave after many days of use by a typical one-shave-a-day man must deserve the re-usable tag".

### Attention to display

The company attributes part of its success (claiming a 12 per cent share of the total shaving market) to the use of a series of television commercials featuring actor Edward Woodward and his son Peter. Already over £½ million has been spent on television alone. They have also paid particular attention to display material. "We now have seven Bic razor items freely available to pharmacists," says Ramsden Freeman, "they include our latest 'independent chemist' unit, a shelf edge display which acts as a bin to hold several packs and features a lip which locates against the shelf edge and displays the product's name. In addition we offer dump bins, external and internal stickers, access bar units which can be constructed to match one's own sales needs and normal counter displays".

### Standing start

Bic are understandably proud of their success in this market which has, they say, been achieved from virtually a "standing start". when the decision was first taken to introduce the product it was foreseen that there would be a great deal of opposition from the established leaders in the traditional field. They ended their discussion with *C&D* on a contentious note by saying "One would hope that the competitors have seen enough of Bic's success to realise that they are the ones who must now break with tradition and attempt to earn a place in what can be seen as Bic's sector of the market—which is, to turn full circle, what others call 'disposable' and Bic insists is actually 're-usable'—in the Bic case at least."

### Recommend a pre shave

Looking briefly at the associated market of aftershaves and colognes we find that Ronson at least recommend that instead of buying dad an aftershave for Father's Day, customers might like to encourage him to using a pre-shave lotion. The company has found that whilst men in the UK have been persuaded into using perfume, "tactfully called aftershave", they still do not use a pre-shave lotion which in their opinion could be regarded as the most useful of all toiletries. When skin is puffy, they explain, which usually occurs just after sleeping, it creeps up the hair follicle, preventing a shaver from reaching down to the base of the individual hair. Because a pre-shave lotion is astringent it makes the skin tighter and leaves each hair standing proud. Pre-shave also cuts down on facial grease allowing the foil of an electric shaver to work more efficiently and prevents clogging inside the shaver.

Goya have a pre-shave product in their

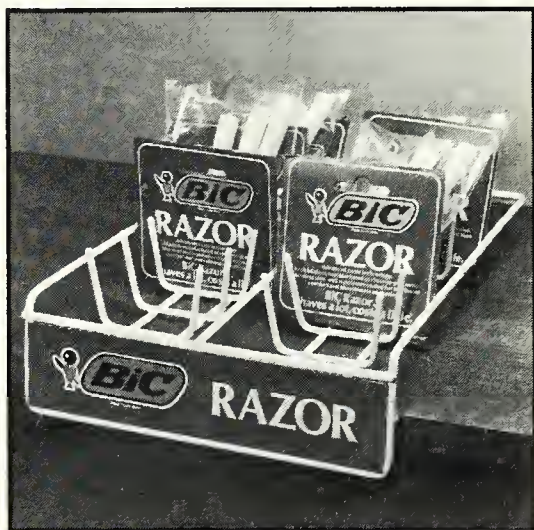
Cedarwood range which they are promoting especially for Father's Day. Other products include after shave, cologne, foam shave, shaving bowl, talc, antiperspirant stick and spray, hair spray and splash-on.

The Tabac Original range also includes a pre-shave product. Christine Clements, brand manager, told *C&D*, "There appears to be an up-turn in men's interest in becoming more attractive and this is reflected in increased sales of beauty products. The market in this country, unlike the Continent, is still dominated by aftershave sales with the interest in colognes still coming from a small up market group of consumers". Sales of Tabac Original colognes have nevertheless increased by 6 per cent since 1975 while aftershaves have gained 50 per cent and pre-shaves 42 per cent in the same period. As already demonstrated the lower sales figures for pre-shave reflect the dominance of the wet shaver in the market.

### Fabergé revelation

Steve Mason, group product manager for Fabergé, told *C&D* that sadly the volume sales of aftershave experienced a minor set back in 1977 due mainly to the removal of certain brands from the market. Despite this, sterling shares held up fairly well, mainly because the gap in the market caused by the departure of Hai Karate, Casablanca etc, was filled by consumers tending to trade upwards. In order to keep abreast of this trend, we can reveal that Fabergé will be introducing a new men's range into the London television area next September, which they hope will go through the same distribution points as Brut 33, but which will offer consumers a premium priced product. Called Fabergé 20.21 for men, the range comprises after shave, splash cologne, shave foam, deodorant spray and talc (prices from £1.50 for the talc to £3.50 for the after shave). The launch will be backed by the equivalent of £½ million worth of advertising on the London television stations.

It is undeniably true that the introduction of Brut 33 tied in significantly with the rise in the market in 1974. Perhaps Fabergé are looking to inject that kind of energy again.



This new Bic display will hold 16 packs of three razors and is constructed to provide a shelf strip display



# Beauty business

## Freshness and protection—a look behind the scenes at recent launches



### L'Oreal's Eau Jeune

The introduction of Eau Jeune Senteurs Fraiches marks L'Oreal's first move into the British fragrance market. Eau Jeune has been available for sale in France for about a year and has proved itself very successful. The company stresses that rather than a perfume or Cologne, Eau Jeune is a "fresh fragrance" or "eau fraiche" which is meant for lavish use as a refreshing "splash" whenever it is applied. It has, they say, been specifically developed for daytime use following the current trend for women to use fragrance more frequently and more generously.

The company has been watching the fragrance market carefully and judges that despite the numerous new additions it is currently going through a period of inertia. Among the plethora of new launches are very few original and interesting ideas—"just variations on the same theme", says Jean Grundy, group product manager. "Women have become more discerning in their choice of perfume and are no longer fooled by the packaging and advertising platform. The emphasis has been so much on the concept that the fragrance has been lost." Because women now require more from a perfume than a lifestyle gimmick there has been a swing back to the French classics. Jean Grundy feels that this has led to a market mix-up, into which Eau Jeune slots quite cleverly. Price-wise it is in the middle bracket (from £1.95 to £3.50) but it is a brand which can move up or down the market almost at will. It could be worn during the day by the sort

of woman who would wear a classic like Chanel or Madame Rochas in the evening, or by those ladies who used to wear a Charlie or Tramp style fragrance but have now developed a "finer nose".

The theme of freshness is carried through into the packaging, both the eau de toilette and the spray are deliberately uncartoned to show off, says the company, the green frosted glass bottles with their darker green contrasting caps. Point-of-sale and promotional material will be available, including counter "fountain" units and shelf displays. A total support budget of £400,000 has been allocated which includes national television advertising for four weeks in July and August and a Press campaign in the autumn whose theme, says the company coyly, is "young, feminine and romantic". Eau Jeune (eau de toilette 145ml £2.75, 240ml £3.50 and spray 70ml £1.95, 145ml £2.95) will be available for sale from next week.

### Quenching thirsts

Another company set to diversify is A. H. Robins Co Ltd, the Chapstick people. They have recently introduced such unrelated products as a flea collar for cats and dogs, Prenatol, an anti-stretch mark cream for pregnant women and Body Screen sunscreen and are now going into the cosmetic market. As revealed in *C&D* (May 27, p.854) the company is bringing its Quencher range of products to Britain from the States. Lip Quenchers are a range of lipsticks which incorporate the protective oils and emollients from Chapstick, their successful lip balm. As well as being rich in moisturisers

and therefore "kind to your lips" Lip Quenchers are rich in colour and 16 shades will be introduced in the autumn in cremes, frosted and transparent colours.

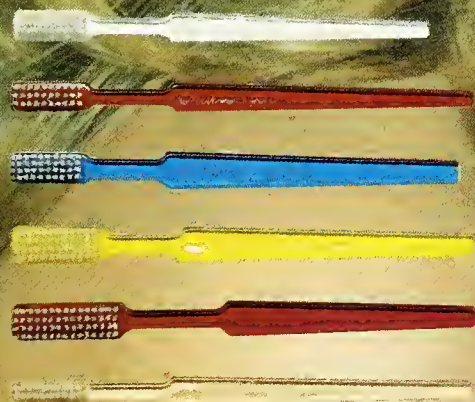
It is not A. H. Robins' intention to inundate the independent retailer with masses of extra stock. They are only too well aware of the overload problem from numerous cosmetic houses and have no wish to add to this burden. Therefore they will only be offering two products—the Lip Quencher and its sister, the Face Quencher make-up—with a restricted range and in a small parcel (which will only cost the retailer about £80) and with a compact merchandiser which will occupy a minimum of space on the counter. The merchandiser pictured on this page is also available as two separate units; it displays every shade at a glance and includes testers for each of those shades.

The packaging for both products, which includes a detailed list of ingredients, comprises a distinctive silver card, and the company's selling point is that both products "colour and care". The name is likely to be particularly attractive to ladies with dry skin, "thirsty" for moisturisers—what better inducement than to promise to quench that thirst. The inducement will be seen in leading women's magazines such as *Vogue*, *Cosmopolitan*, *Woman's Journal*, *Over 21*, *She*, *Woman's World*, *Woman & Home* and *Annabel* during September, October and November, an advertising spend which amounts to £50,000 in the first three months.





# A fresh outlook from Oral-B



Oral-B tooth-gum brushes are designed to gently and effectively remove plaque, the major cause of gum disease and tooth decay. The six brushes in the Oral-B range can provide your customer with the help they need to help maintain a healthy and attractive mouth.

The Oral-B tooth-gum brushes, Dental Floss and Bocasan form an integral range of products for which an exciting new promotion is planned in the near future.

**better oral hygiene with**

**Oral-B®**

Oral-B Division,  
Knox Laboratories Limited, Aylesbury, Bucks.



# Now you even more



Rich Chestnut Brown.

That's right!

Colour Confidence now  
boasts two more super colours.

Deep Auburn. And Rich  
Chestnut Brown.

They're beautifully rich.

Flattering. Fashionable.

And every bit as easy to  
use as the rest of the Colour  
Confidence best sellers.

Colour Confidence is good  
news! It's the fastest growing











# can have confidence.



Deep Auburn.

colourant on the market.

And we'll be promoting it  
in a big way.

So take a tip from the top.  
Get Confidence.

From Wella, naturally.



we know about hair.



## SUNPREP 78

The market for sun tan preparations is loaded with if's and but's this year. *If* the weather is as bad as it was last year people will still buy these products for continental holidays *but* obviously not as much, *but if* the summer is as beautiful as that of '76 then sales will improve. *If* Bergasol sales continue to rise then what will happen to the shape of the market, *but* will the relaunch of

11 per cent volume share of the market. Their distribution is split through chemists, department stores and grocery outlets, but they only move 10 per cent of their stock through groceries. They are happy to see that on the whole chemists have learned the value of proper display and when the sun comes out, so do the products—but they still feel a little more noise could be made to



Ambre Solaire stay that growth? This year, too, sees the second summer of Copertone, the heavy backing behind Uvistat and its new sister products and the full emergence of water-resistant Eversun.

To gauge and assess some of the possibilities of this market at the beginning of the season *C&D* talked first, not to one of the bigger boys, but to Graham Siddell, brand manager at Nivea, a perennially popular brand which is a steady seller. He agreed that the whole sunprep market has become more competitive since the stunning summer of '76, and the subsequent introduction of new, and (in Bergasol's case) innovative brands which opened up a new market segment entirely. Since '76 the consumer has become more aware of the need to buy sunpreps, a fact borne out by '77 sales which, although worse than '76, were still in Nivea's opinion, good. It is true that Nivea had some stock left on the shelves at the end of last season and consequently their pre-sell for '78 has not been as high as that for '77 when people were still dazzled by unexpected sun. The company had taken that into account, however, when forecasting and so the sell-in is living up to their expectations.

"We also feel," added Mr Siddell, "that it is fair to say we came off better than most last year because we didn't overload the chemist with stock in the first place. As far as we're concerned '77 was almost as good as '76." Nivea claim, in fact, to have had an

encourage impulse sales. Early figures from TCPI for March and April of this year took Mr Siddell by surprise by showing Nivea's sterling share to be 14 per cent—against Ambre Solaire's 11, Bergasol's 4 and Boots own 17. In his opinion, however, these probably do not reflect actual positions, firstly because many manufacturers had yet to complete distribution and secondly because most of these sales were probably made through Boots, who display these products earlier than most independents. Mr Siddell did say that this was one area in which the independents might do well to follow Boots' lead because the holiday season is getting earlier and earlier, and indeed it could be argued that these products are now year-round sellers.

### Factor development

Nivea are interested in the development of the "factor" side of the market but, like Boots, have decided not to adopt factors yet, because they are not entirely convinced that the British consumer fully understands the concept. And further they believe that it serves only to cause confusion at point of sale. It is at the point of sale that Nivea believe the real share battle takes place. To sell here a manufacturer needs strong packs, competitive prices and promotional incentives to catch the buyer's eye. Because of this the company has taken a marketing decision not to spend heavily promoting Nivea sunpreps "above the line" (media

advertising etc) but to support them below the line—promotions at the point of sale for example. They do spend heavily on promoting the Nivea name—and this summer are including sunpreps in a series of six advertisements promoting Nivea as the skin care specialists. They feel too that their pricing policy is a sound one and that any problems they might have had with their packs have been ironed out. They have introduced new packs this year which rely heavily on the brand image, using the traditional whited-out letters of the brand name, which the company believe is the real selling point of these products. After all, they explain, it is not their objective to join the "slightly sordid battle for brand leadership", they have a nice market niche which supplies a clearly defined and quite sizeable demographic bracket that likes no-nonsense, good-value family products. Their decision not to spend heavily above the line has been vindicated they feel by certain manufacturers who did so, without any conspicuous success.

### Water resistant Roche

Roche on the other hand *will* be advertising strongly this year—and indeed hope for conspicuous success. They will be backing their newest water-resistant formula with the copy line "sea proof sunbathing." Alastair Duncan told *C&D* that Roche do not believe in frequent change, refor-

*Continued on p952*

Eversun's sea proof sunbather





# Brand leaders...





## SUNPREPS

*Continued from p950*

mulating or repacking every season. But they undertake constant research and when they find a truly innovative approach—and only then—they introduce a “new” line. By the very nature of scientific research they cannot of course predict when these breakthroughs will occur, so they cannot produce a “new” line every season on demand.

It was Roche who first decided to formulate precise protection factors. Before their standardisation there were as many as 2,000 different “numbers.” They admit now, however, that in an effort to ensure complete safety they may have been over-protective in their advice to consumers. The ideal would be for everybody to start on 7 for the first day and then gradually work their way down the scale as they became more acclimatised. Roche now realise that people are very reluctant to do this and will tend to buy only one bottle before their holidays. Because of this, water-resistant Eversun has been introduced in two strengths, 5 and 2, in the belief that people will understand this better. Research has shown that while consumers tend to be confused by protection factors and show little concern about guanin and its effects, they do understand the benefits of a water-resistant product, so Roche expect that this year Eversun will move into the mass market. Many people even suggested to Roche uses the company hadn't thought of. The list of users now includes sailors, canoeists, scuba divers, surfers, skiers, wind surfers, splashing toddlers and gardeners. It was through the company's interest in drug delivery systems that they hit upon the formula for water resistant. Because of the inversion of the emulsion (which makes it a little thicker and more difficult to apply than ordinary preparations), the product resists water and needs only be applied twice a day. It will stay on the skin during swimming and so will not clog up swimming pool filters.

### Ambre Solaire relaunch

Paul Thompson of L'Oreal knew that a lot of people would be interested in the relaunch of Ambre Solaire—especially within the context of a growing and intensely competitive market—to see whether or not it would destroy the foundation of their success or enable the brand to go from strength to strength. “It is already becoming clear,” he said, “that Ambre Solaire is tightening its grip on the market. First of all it was extremely well-received in its pre-sell to major national accounts. The new formulation with its patented filter and its improved moisturising base was seen to be offering significant benefits to the consumer.” The initial sell-in, he added, had been repeated in the sales by the field force, particularly to chemists whom they regard as crucial

because the trade will in their words “always have an advantage in selling products with advanced formulations and revolutionary benefits”. Furthermore their decision to leave the oil unaltered has been entirely vindicated, but they are also pleased to see that sales have been well distributed throughout the range and that the new factored milks and creams have been “exceptionally popular”. All the indications, he believes, point to a notable success with this summer's sell out. Even before their television campaign began on May 15 they had received good reports and since then “things have looked really good.” Very appreciative comments have been heard by the company about the commercial itself and the message is now being further hammered home with the Press campaign.

### Optimum distribution

Bergasol too are pleased with their sell-in and feel that they have obtained “optimum distribution and display” in the chemist sector whilst also covering the major department stores: “Unlike other brands we did



not encounter heavy stock in the trade as the brand performed well in '77 and this made stocking easier.” The volume of sales pre-season however, they say, is not an indication of success. What is important is for the brand to obtain balanced range stocking to allow the consumer to make correct product selections for their skin type and on this basis they are “delighted with the high level of acceptance of our two new lines”—after sun cooling spray and facial tanning gel. All in all they see interest as high and tell us that re-ordering is already taking place so that they are confident that they will consolidate their growth and “will achieve sterling brand leadership this year.”

WB Pharmaceuticals are currently following up their sell-in of Uvistat, Uvitan and Uvicool products with an offer to all retail stockists of attractive counter dispensers. The company is continuing to run a bonus offer for the two newer products. They are pleased with the continuing success of Uvistat for which they say they are already receiving telephone reorders. The new products have also been well received and the general feeling is that the extension to the range is both rational and simple which in turn is appreciated by retailers

because of the breadth and complication of some other ranges. Uvicool in particular has been better received than was anticipated and although the after-sun segment is still only small WB Pharmaceuticals are confident that Uvicool will take a good share of it. The brand is being backed by television and cinema advertising as part of the “biggest ever multi-media campaign” undertaken by the company.

### No difficulty

Neil Bell, marketing manager of Plough UK, told C&D that they were experiencing no difficulty in selling Coppertone to those accounts which stocked it last year but said that it would be naive to suggest that they were not having difficulty in achieving a significant increase in distribution—“we are finding that a large number of pharmacy outlets are not prepared to purchase suntan products at all as they have a large amount of product over from 1977. Although buyers are showing a great deal of conservatism we believe that they are biding their time and trying to judge what sort of summer they are going to have before committing themselves to large purchases. A number of major accounts have already come back to us and re-ordered as they believe that their initial commitment was unduly pessimistic. We believe that this will also be the case with some smaller pharmacies.”

Coppertone contend that consumers are becoming more aware of the need to use suntanning products and in the United States the brand has been able to demonstrate that regular use will prevent premature ageing and wrinkling of the skin. They believe that the British consumer, too, is realising the need to protect the skin, as well as trying to get a tan. They feel that although the market will remain susceptible to weather conditions, the overall trend will continue to be up. Their nationwide poster campaign for Coppertone began in April and this month they are adding a television campaign on the theme of “glowing skin, dazzling tan—it's got to be Coppertone.”

Once again Bayer are supporting Delial in the independent chemist sector with “a comprehensive and attractive merchandising service”. The Delial girls have been travelling around Britain stocking up shelves and supplying collar coupons for an on-pack promotion which offers consumer a T-shirt and holda-bag at half price. This is backed by a point-of-sale poster. This year the range will also be supported by a £250,000 advertising campaign in women's magazines. Marketing manager Ian Black comments: “Of course in moving the products off the shelf we are, like everyone else, very much at the mercy of the weather, which last year did nobody any good.”

All in all therefore the suntan market of 1978 is set to be an exciting one. Much of its success or failure is so much in the lap of the weather gods that prediction is pointless. But who sells what when the sun shines depends also on display and promotion—we leave the conclusions to the reader.



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When your customers ask for hair care products give them the best...the Brand Leader.

## LADY JAYNE

Simply beautiful hair





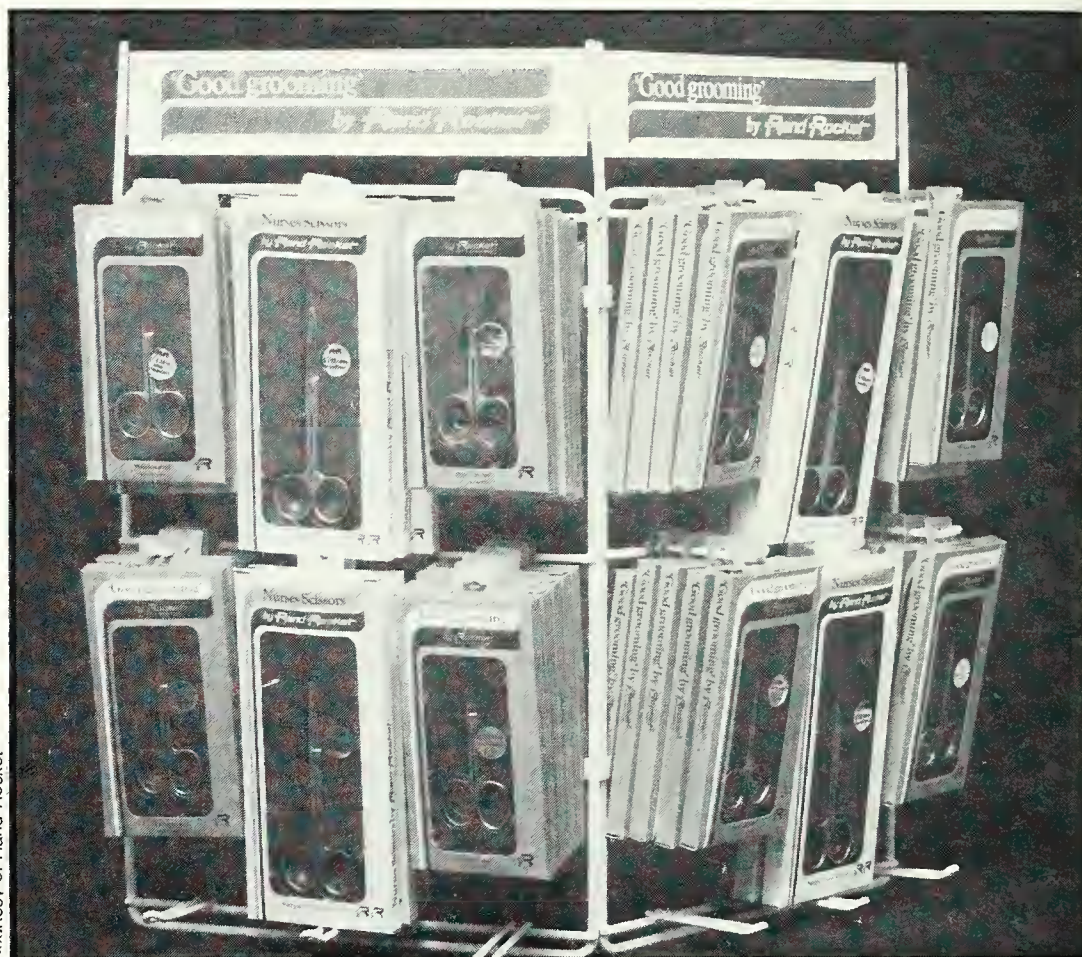
## SUNDRY PROBLEMS

"There is no reason why sundries should be thought of, or treated, differently from any other OTC product." This is the conclusion of Randy Vickers of Rand Rocket, who tells *C&D* that one of the main problems facing the market is method of distribution. Some firms call directly on pharmacies, but those that do not have to go through the wholesalers, many of whom will only stock part ranges. Even national chemist wholesalers tend to involve themselves only with the "semi-ethical" sundries and ignore what might be termed "down list" items. There is, in Mr Vickers' opinion, vast potential for chemists to stock sundries—if only they were able to buy the products. Basically, therefore, wholesalers should stock a wider range to encourage the chemist to do the same.

### Selling the products

Pricing is also a problem—on most OTC branded products the normal wholesalers profit margin is about 16 per cent, but where sundries are concerned they will not work on anything less than 25 per cent. This is of course because they will not achieve the same mass volume as they would on, say, hair care products. Consumers will automatically repurchase the latter but sundries have to be *sold* and in order to do

Courtesy of Rand Rocket



closely at the problem of selling sundries as a national branding operation—to offer their products in recognisable packs across the range and so establish a corporate identity. He feels this caused something of a revolution in the industry. Many more firms have now followed this example and those that have done so have undoubtedly gained a lot of ground. He further believes that this might finally encourage the chemist to stock a number of different brands thus offering the consumer a choice. "Multiple choice is very important. In the early 60s when chemists tended to stock only one type of hair-spray, they did not sell well. Customers demand a choice. As far as sundries are concerned we are still in the bad old days of only one make being available. Chemists ought to be stocking and offering a range, both of styles and of price, especially now that branded images are taking hold." He argues that apart from the obvious advantages of displaying sundries in a traditional "hot spot", impulse sales could also be encouraged by placing them next to regular female purchases, such as sanpro.

The complaint that sundries are too expensive Mr Vickers regards as invalid, saying that chemists simply don't realise just what consumers will pay for a product. In his opinion sundries, especially manicure accessories, have suffered far less from inflation than other products. The market has suffered, however, because of its fragmentation.

In fact M. J. Cooper of the sales and

marketing division of John O'Donnell says that one of the first things to realise is that the old term "sundries" is no longer good enough for the diverse items covered. As he says, the sunglass market has now rightly come out of the sundries area into a market of its own. Other fashion accessories must also be treated as specialised areas. The manicure market is one, leisure holdalls and travel bags another. "Having mentally broken 'sundries' down into smaller groups

*Continued on p956*



Courtesy of Rand Rocket

so chemists have to display the products properly. Mr Vickers feels that retailers could make better use of the display material which is often provided free by the manufacturer. He has himself gone to great pains to design and devise a really versatile stand which can be stood on the counter, hung from a wall, or folded around a central pillar, and can be extended widthways and lengthways. He had in mind particularly that the versatile module should be used in an area which is otherwise selling nothing, so the retailer profits from "waste" space.

### Too fragmented for research

Mr Vickers went on to say that although there is not enough money in such a fragmented market for proper research, the efforts his company has put in to give its products a brand identity have benefited the whole market. Rand Rocket believe that they were the first company to look



Courtesy of John O'Donnell



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## SUNDRIES

Continued from p954

the merchandising is easier to tackle. The only common denominator that I can find to retail sales," he continued, "is profit per square foot. On this basis the buyer in each shop should allocate space. There is a large element of expected service in the pharmacy trade so a shop that cuts out all slow sellers will be regarded in the same light as a supermarket." In Mr Cooper's opinion the first requirement is to establish the amount of space to be allocated to "sundries"—and that leisure holdalls and travel bags should be classed as bulk density products showing good profit margins, "and so deserving extra space".

Jackel, too, feel that the word "sundries" covers too wide a range of merchandise—at seasonal peaks they can offer up to 1,000 different lines. They also point out the advantages when the chemist does not have to deal with a multiplicity of suppliers—with their range the chemist needs only one meeting, one source, one order and one cheque, saving both time and money. Jackel stress that as an essential part of the chemist's business, sundries should be given appropriate display space—not only because chemists have a virtual monopoly in this market but also because there are good margins to be made. And they add a warning that chemists should beware of understocking certain sundries because the consumer expects him to carry the full product range for their varying needs; he should also, they say, be able to give advice on specialist sundries.

The problem of adequate display cropped up again when C&D spoke to John

Holt of Dellex Grosvenor Ltd. He agreed that sundries were often not displayed to their best advantage mainly because of lack of space. "If we take products such as holdalls, cosmetic purses, etc, there has been a big switch over the last few years to display stands—but quite frankly these do not show off the products, they merely pack them into the smallest area available. On this particular side, the more expensive quality holdall is gaining an increasing share of the market and if one compares the 'display' with that of the average *parfumerie* anywhere on the continent it is not surprising that the chemist is not able to do justice to these products. Bearing in mind the relatively high mark up which they have and the fact that they are 'all year round' sellers, a great deal more attention could be paid to this." Mr Holt also felt that if, instead of single independents buying from a representative, groups of chemists were to con-

solidate their purchases either through major wholesalers or direct with the manufacturer, the increased discount possibly available would make certain of these lines much more profitable in their shops. "Finally," he said, "from my experience it seems that the chemist is still not totally aware of the vast buying power over the Christmas season. Much of the merchandise available is of the 'impulse buying' type and a great deal more space should be given to good presentation in the few weeks immediately preceding Christmas." Mr Vickers too felt that it would be nice to see chemists devoting more space at that time of year to sundries but understands that "sundries have a difficult time against the big boys at Christmas—chemists have a lot of money tied up in products which by their very nature *have* to be sold by Christmas Eve. This in turn ties up his space and so he tends to move the sundries out of whatever display area they had."

A company to watch for future development is the newly-founded Olive (Chemists Sundries) Ltd. They have now broken away from the Royal Sovereign group following the latter's take-over by Dickinson Robinson. Mr Marcus, ex-finance director of the Olive division of Royal Sovereign told C&D that although these products were well known in the trade and had a reasonable turnover, they were not compatible with the stationery business of the new owners, so he had been able to acquire them. Many of the staff from the old company are following Mr Marcus and their aim is first of all to consolidate what they have, and then to "give a better service". They will be open for business from this week at *Olive House, 30 Orpington Road, Winchmore Hill, London N21*.

## STOP PRESS

Cerruti—the award winning dress designer—is believed to have signed a contract with Unilever to create a perfume for them. Watch this space!



Courtesy of Colson & Kay Ltd



Courtesy of Rand Rocket



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# Clean-up and the new Sensodyne

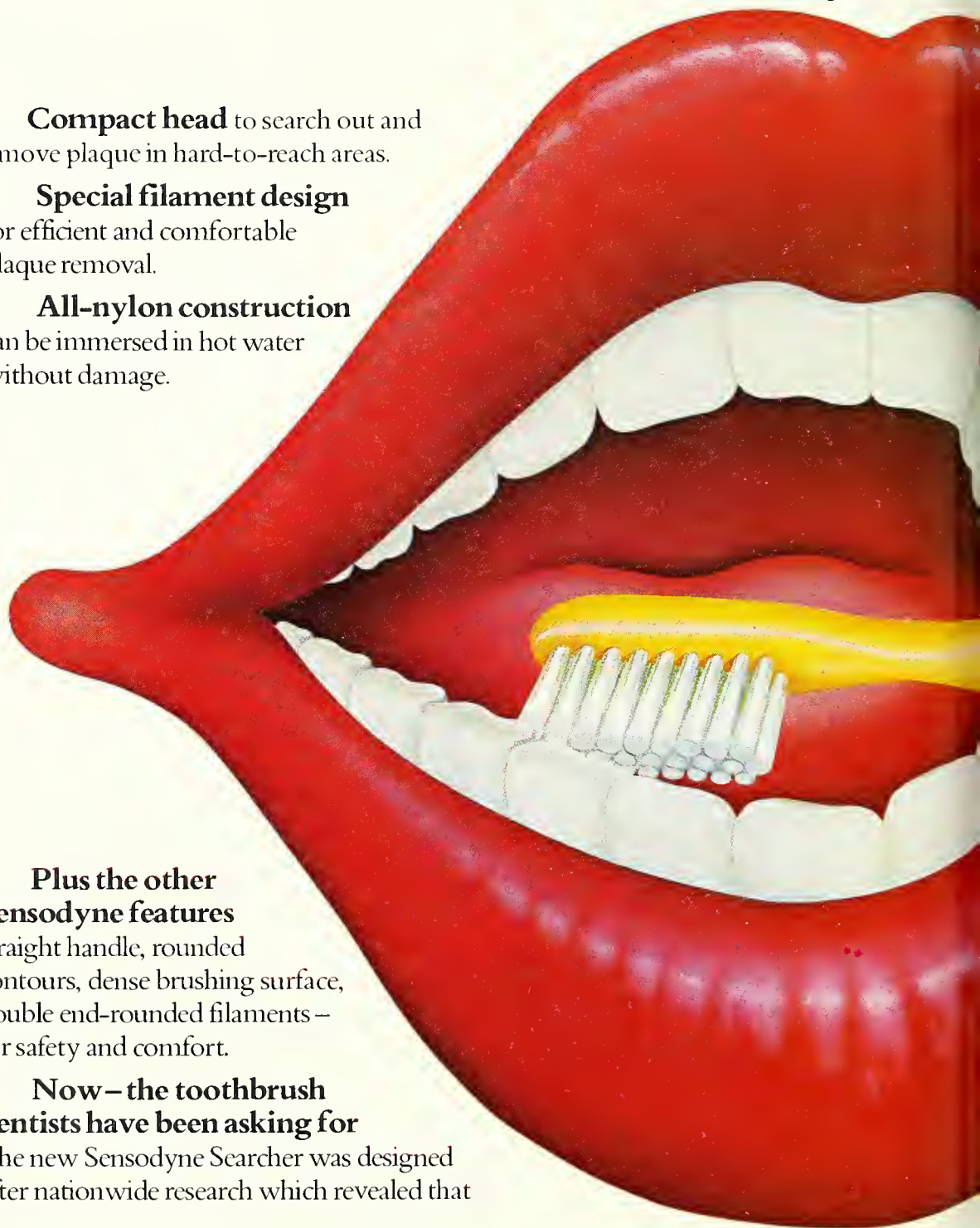
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There's a special launch bonus offer to the retail trade: we invoice you for only 10 of every dozen Sensodyne Searcher toothbrushes you order. On these terms you get over 16½p. profit on each Searcher brush – a margin of 41.7% when you sell at the R.S.P. of 43p. Order now through your Stafford-Miller representative or usual wholesaler.

## Bright new toothbrush display stand

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Our retail representative will be calling to offer you one – or you can contact us direct.



Stafford-Miller Ltd., Hatfield, Herts.



# The potential of plants in remote China

by A. G. Mervyn Madge, FPS

Following the article on Chinese materia medica (*C&D*, March 18, p400), it is appropriate to draw attention to an as yet comparatively untouched part of China and the plants found there, whose medicinal action has yet to be studied and evaluated. They have counterparts in the western world but whether they are more potent or less, more effective or not, remains to be seen.

The area is the Shennungchia in Hupeh province, the mountainous region with the highest peak in central China, Patungya, reaching 10,000 feet. It is called the "natural botanical garden" and is on a watershed separating the Yangtse and Hanshui rivers, where the waters race through deep ravines quickly descending by hundreds of waterfalls, very picturesque and beautiful. As expected it has plentiful rainfall; however, the climate is cold and humid and, in fact the hilltops are often covered in mist.

## Over 400 varieties

There are over 400 varieties of medicinal plants, especially *Trillium tschonoskii* and *Selaginella tamariscina*.

*Gastrodia elata* (found in dense vegetation) coptis, *Heracleum hemsleyanum* and Chinese monkshood are widespread. Others are the *Emmenoptery shenryi* tree; the beautiful *Hupeh viburnum* with its luscious looking red berries, reminiscent of the western variety; the Dove tree with its large elongated white flowers spread over the tree so that it really does look like a flock of doves in flight (a not to be forgotten sight); the dainty spike-like *Paris thibetica* with its five petal leaf; the *Cardiocrinum giganteum* having bugle-like elongated six petal white flowers with red lines leading to the centre; and the *Dysosma versipellis* with its cluster of tiny flowers and delicate large light leaves.

## Wide variety of trees

As well as many herbs, flowers and grasses, with the great range of altitudes and conditions there is a wide variety of trees: tung-oil, eucommia and walnut up to 3,000ft; paulownia, sequin chinkapin and other broad-leaved trees up to 5,000ft; fir and other conifers above 6,000ft. There are also the blue Japanese oak, phoebe, armand pine, poplar and

boxwood trees to be seen in these parts. Wild life in the region includes the leopard, white bear (small and similar to the kaola in size), snub-nosed langur, serow, red masked macaque, otter and many varieties of pheasant.

## Gourmet's delight

A culinary gourmet's delight in north-eastern China, in the Greater Khingan mountains, is the *Hericium Erinaceus* found on dead trees or the dead bark or scar bark of living trees of *Myroxyton racemosm* after the summer rains. It is a kind of mushroom, just like a monkey's head, and is usually found in clusters.

Mention must be made of the botanical garden in Kansu province where there are about 70 varieties of psammophyte. Altogether there are over a thousand varieties in China. They are used for binding sand dunes, as is *Hedysarum scoparium*.

The visitor is conscious of the vibrant desire or "pulse" in China in the plant world to discover, to research, to experiment, to improve the knowledge for traditional Chinese medicine to the benefit of the community.

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# Planned distribution by NHS contract: proposals in detail

*The Pharmaceutical Society's Council was this week expected to discuss a draft document giving detailed proposals for planned distribution of pharmacies. The proposals have already been accepted as policy by the Pharmaceutical Services Negotiating Committee which was hoping to submit them to the Department of Health this month if the Society agreed (C&D, May 20, p798).*

*The Society's president, Mrs Estelle Leigh, said at the annual meeting on May 17 that it only remained for Council to consider the few amendments which have been proposed by the PSNC. "I understand that these changes would not be contrary to the philosophy of the draft which has already been considered by the Council and, therefore, I expect that in the near future the joint submission will be sent to the Secretary of State," she said. "It is our earnest hope that there will be no delay in introducing the necessary arrangements which will ensure a reasonable distribution of pharmacies throughout the community as well as a satisfactory pharmaceutical service for group medical practices." (See Comment p925)*

The Society and Pharmaceutical Services Negotiating Committee decided recently (C&D, September 10, 1977, p337) that: "Arrangements should be made to ensure a well distributed pharmaceutical service throughout the community. The full catchment area of the doctors practising in each health centre or group practice should be assessed locally with a view to maintaining an acceptable community pharmaceutical service and to determining the need for the introduction of a service within, or adjacent to, the health centre or group practice.

"If it was agreed to be in the public interest to provide a service in or next to the health centre or group practice, pharmacists should be encouraged to form a consortium to provide such a service on condition that the Department of Health will provide suitable economic concessions because of the increased overhead costs to be faced by members of the consortium."

"Arrangements for the control of the issue of NHS dispensing contracts should apply in all health centre or group practice catchment areas to safeguard the agreed service. Arrangements should also be introduced to ensure an adequate pharmaceutical service in the remaining areas of the country."

The following is an extract of a document giving details of the way in which planned distribution could be achieved. The two main factors which govern the location of a new pharmacy are the proximity of doctors' surgeries and the nature of the area in relation to the shopping habits of the general public. There has been a steady reduction in the number of pharmacies over the past 10 to 15 years. The main reasons have been: 1. Reduced viability due to: A fall in the retail turnover due to population movement or increased competition by supermarkets, etc., for goods which had been traditionally sold in pharmacies; a fall in the number of prescriptions dis-

pensed, usually due to the movement away from the area of one or more doctors' surgeries; the inadequacy of remuneration for NHS dispensing.

2. The inability to find a purchaser on the death or retirement of the owner of a small pharmacy which has been conducted for many years with a relatively low turnover.

Until recently most of the closures occurred in areas in which the remaining pharmacies were able to deal satisfactorily with the requirements of the pharmaceutical service. However, there are now reports that several areas have been deprived of a pharmaceutical service and it can be expected that if the closure rate

continues, the number of such deprived areas will continue to increase.

Bearing in mind that 60 per cent of the turnover of the average independent pharmacy is now derived from NHS dispensing, it is clear that a major factor which will lead to a continuing reduction in the number of pharmacies will be the tendency for doctors to practise in groups.

If this situation is allowed to continue unchecked, the public will suffer in three ways:

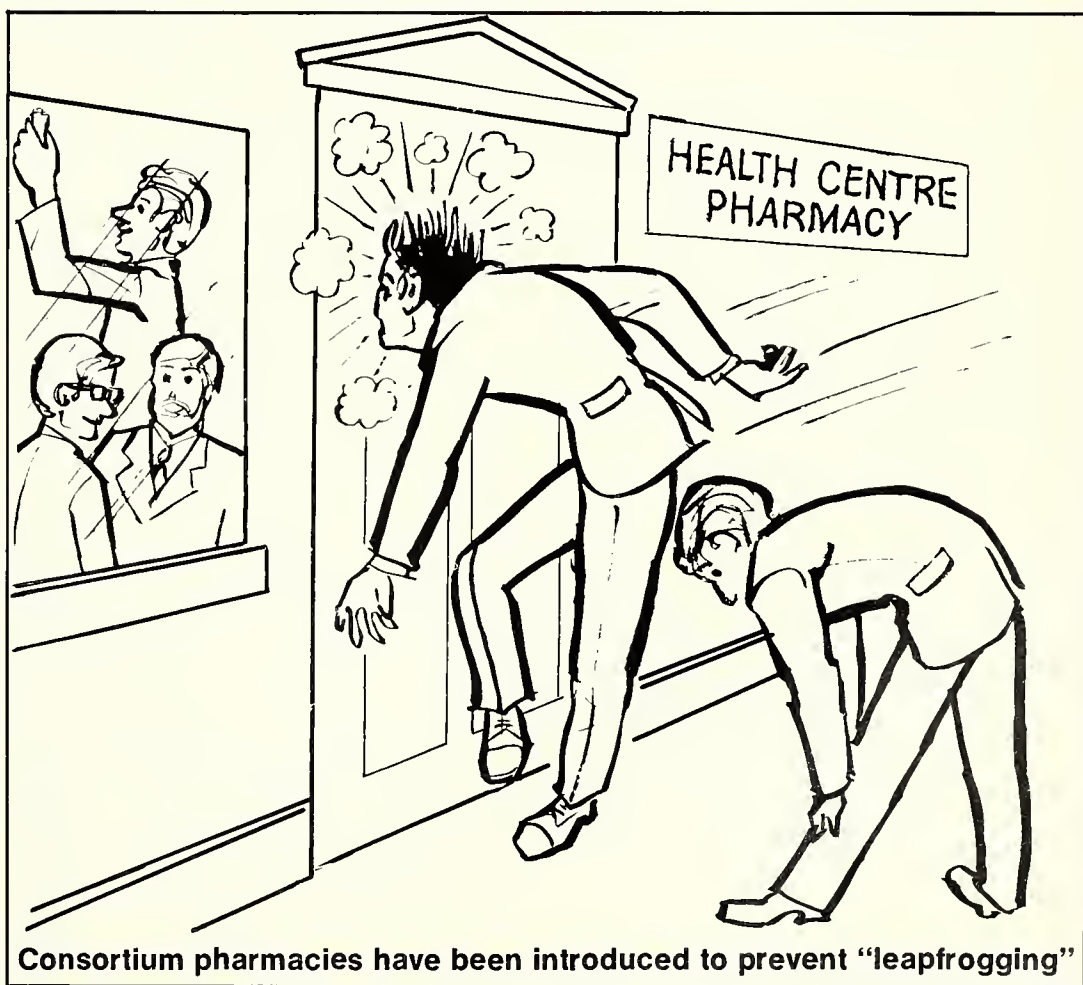
1. The dispensing service will become concentrated in or around the groups of doctors' surgeries, and there will be no convenient dispensing service elsewhere in the community to dispense domiciliary prescriptions, particularly for those who are in most need, ie the elderly and the mothers of young children.

2. The public will have few conveniently-located sources of informed advice on medicines, minor ailments and other health matters.

3. The consultation workload of the group surgeries and the number of NHS prescriptions will be unnecessarily increased.

The extent and benefit of the advisory service available in community pharmacies has been well documented in the evidence submitted by pharmaceutical organisations to the Royal Commission

*Continued on p962*



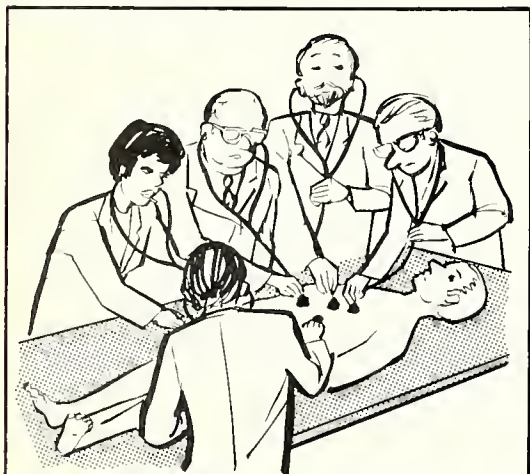
**Consortium pharmacies have been introduced to prevent "leapfrogging"**



# The need for a rational distribution

*Continued from p961*

on the National Health Service. It is the profession's contention that, as a matter of public interest requiring urgent attention, arrangements should be made to ensure a rational distribution of pharmaceutical services.



**There is a tendency for doctors to practise in groups**

There are two other important reasons:

1. The extent of the pharmacist's knowledge—which is acquired through expensive undergraduate courses—should be readily available to the public as it is an essential safeguard in relation to self medication and health education, as well as within the NHS.
2. Free movement of capital and, eventually, free movement of pharmacists—throughout Europe will be a consequence of EEC membership. Some of the member countries have arrangements which have the effect of controlling pharmacy distribution and those which do not could well attract both capital and pharmacists. British pharmacy is therefore at a disadvantage compared to the profession in some of the other member countries.

The profession's support for the concept of rational distribution has been

amply demonstrated in recent years in resolutions of the Society's branch representatives meetings and PSNC conferences, in reports of other meetings and in correspondence in the pharmaceutical Press. The Department will be aware that support for this concept is also growing outside the profession of pharmacy, for example, in the Association of Family Practitioner Committees, in many Community Health Councils and in other local groups which have had to consider specific problems arising from the pharmacy closures.

## Plans for initiating the scheme

It is not the profession's intention that new arrangements should freeze the existing pharmaceutical service. We believe however that, in addition to correcting any deficiencies which exist, it is vitally important to maintain the viability of the pharmaceutical service throughout the country.

The continuing tendency of doctors to practise together in groups could, if no changes were made, lead to a significant deterioration of the pharmaceutical service to the community as a whole. This would arise from surgery-written prescriptions being issued from relatively few premises and the consequent concentration of NHS dispensing in the pharmacies close by. Currently, and as a matter of self protection, consortia of local pharmacists have provided a service in or next to the group, at significant extra cost, and sometimes in areas where the additional service was not necessarily required. It has had to be introduced, however, to prevent "leapfrogging".

The profession agrees that each group

of doctors' surgeries should have a convenient dispensing service provided by a pharmacy. However, it is not always necessary or advantageous to have a new pharmacy in or next to the premises which contain the surgery. It is essential that the distribution of pharmacists throughout the community be maintained and, in certain cases, improved.

Much of the recent discussion has been centred around doctors' surgeries in health centres and the building programme for such centres has not been seriously curtailed in recent NHS cut-backs. However, although there can be no certainty about the future of the health centre building programme, it is virtually certain that the tendency for doctors to practise in groups will continue, be it in private accommodation or health centres. Our proposals therefore relate to group practice in private premises and also in health centres, described jointly as "group surgeries".

The growing number of group surgeries represents an immediate threat to a well distributed community pharmaceutical service and, as a matter of urgency, arrangements should be introduced in the areas around such groups as a first step towards a rational distribution of the service throughout the country. The principles for a nation-wide arrangement will be the same as those applied in the group surgery areas and if group surgeries are defined as those including three or more general medical practitioners most of the country will be covered by the initial arrangements.

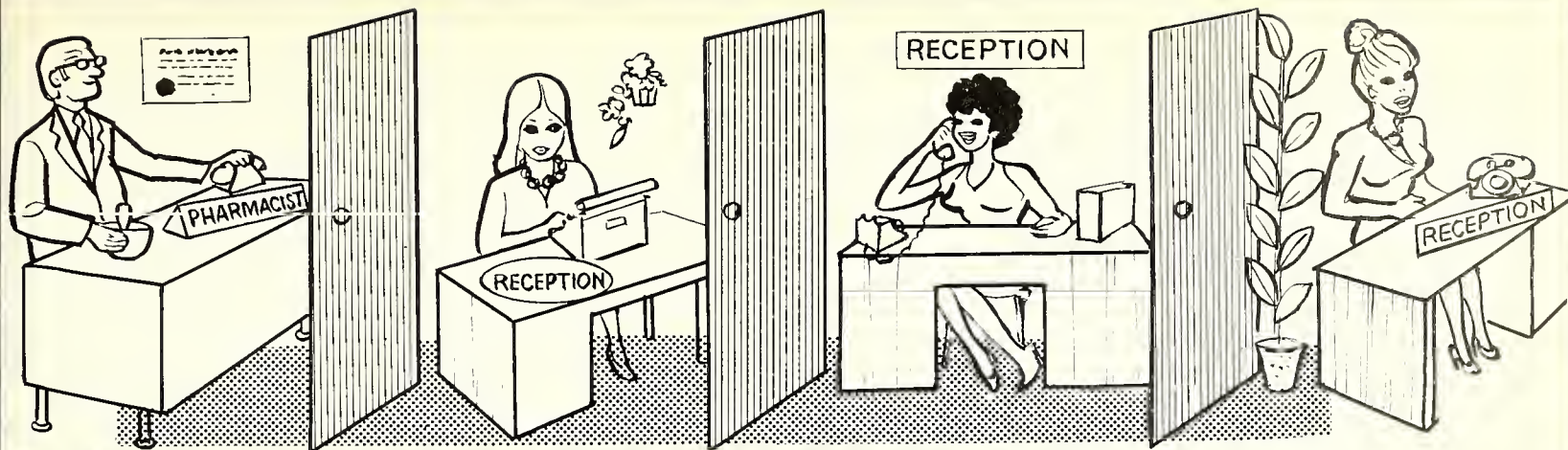
Initially each area around group surgeries should be assessed by a Local Pharmacy Practices Committee, which would be appointed by the FPC in consultation with the LPC and would comprise pharmacists and lay members, possibly including Community Health Councillors. The purpose of the assessment would be to survey the existing service, identify any pharmaceutically deprived areas and decide whether a pharmacy is needed in or next to the group surgery.

Pharmacists should then be encouraged to provide services in any deprived areas either by a full time or part time pharmacy or, (as a third choice) by a properly remunerated collection and delivery service. The profession has



**Pharmacists from the EEC could be attracted to the UK**





**The pharmacist's knowledge should be readily available to the public**

considered separately the criteria for the establishment of part time pharmacies (see later). Financial inducements for the establishment of a service in circumstances where it is needed are discussed later (p964).

Should it be decided that a pharmacy is required in or next to a group surgery, an NHS dispensing contract should be made available for that purpose and the affected pharmacies should be given the first opportunity to provide such a service as a consortium. A further local assessment should be made whenever a new group is planned.

### Discretion to grant contracts

After the initial assessment and decision on the services required in the area the FPC, on the advice of the Local Pharmacy Practices Committee, should be given discretion in the award of NHS dispensing contracts. Applications should continue to be considered favourably unless the award of the contract would adversely affect the pharmaceutical service established in the area as a whole. This decision should be taken locally on the basis of certain national guidelines and on knowledge of the local circumstances. There should of course be an appeals procedure to a national practices committee and finally to the Secretary of State.

The initial assessment should be made locally, and not, as in the case of the medical profession, nationally because the award of a dispensing contract will not merely depend upon the number of contracts already issued in the area but principally on the effect of the award on the geographical distribution of the pharmacies in relation to the needs of the service. This type of assessment could only be undertaken sensibly on the basis of local knowledge.

Because of their substantial involvement in non-pharmaceutical retailing, some of the larger interests in general practice pharmacy will continue to wish to open pharmacies within shopping centres and will wish to apply for an NHS dispensing contract for these pharmacies. The award of such a contract will not, in many cases, have a significantly harmful effect on the service throughout the area, particularly if there is no group surgery in close proximity to the shopping centre. The

FPC would be expected to consider such applications within its overall remit which would be to withhold the award of a contract only when, on balance and in the public interest, the adverse effect on the existing service outweighed the benefits that could accrue to the general public from the new contract award.

Although by the nature of the contract the committee would have to give first consideration to the dispensing requirements of the public, it would not be able to omit from its deliberations the benefit to the primary health care—service as a whole of the informal advisory service available from pharmacists—on all health matters.

We have proposed that the arrangements for ensuring a rational distribution of pharmaceutical services should be based on the award of NHS dispensing contracts rather than on the opening of new pharmacies. We appreciate that the pharmaceutical contribution to primary health care extends well beyond dispensing but we believe that all pharmacies should continue to have the right to practise wherever they wish outside the NHS, for example, by concerning themselves solely with the sale of pharmaceutical products and with private dispensing or with the sale of animal medicines. A rational distribution of NHS dispensing contracts will also bring a satisfactory distribution of the other contributions to health care.

If the recommendations of the Clothier Committee on rural dispensing are implemented, there will be another arrangement for controlling the award of NHS dispensing contracts. This, however, will relate to rural areas only and the assessment would be between the benefits of doctor or pharmacist dispensing in a particular situation. There would need to be close consultation between the committees responsible for the two types of arrangement, whenever their considerations overlapped.

## Criteria for the arrangements

*Catchment area.* It will be necessary for the FPC in consultation with the LPC to define the area concerned. The area should be based on the pharmacies materially affected by the group surgery. Many FPCs have already been called

upon to decide the pharmacies which could participate in a health centre consortium pharmacy. In making this assessment the FPC could be asked to use, as a criterion, a minimum number of prescriptions emanating from the doctors practising, or proposing to practise, in the group surgery. However any criterion should be regarded only as general guidance and the decision on the area's extent should be based principally on an objective local assessment of which pharmacies are likely to be sufficiently affected.

*Assessment of the pharmaceutical service in the area.* The committee required to consider applications for new contracts would need to be given a certain amount of guidance to ensure a uniform approach throughout the country.

Such guidance should be produced nationally. Factors which might affect the ultimate decision include distance from the nearest pharmacy, transport facilities in the area, the existence of natural or man-made barriers to communication, a predominance of elderly people and young families in the area and the ability of current pharmacies to cope with the demands of the service.

Any guidance would also need to emphasise that criteria should assist the committee in its assessment and should not be regarded rigidly. Whenever an application for a new contract is considered the decision should take account of the needs of a particular area, balanced against the effect of a new contract on the existing service, either nearby or elsewhere in the community. *Special problem.* Special guidance might be needed in the situation where a private group surgery, which cannot contain a consortium pharmacy within the premises, moves to a site which is adjacent to an existing pharmacy. That pharmacy would then be in an extremely favourable position to dispense the majority of the prescriptions from the group, and this could adversely affect the remaining community service.

It is unlikely that the pharmacy owner would be prepared to join with his colleagues in a consortium operating from those premises. In any event, a provision to compel him to do so would be unacceptable. If he decided to continue to practise alone it would appear

*Continued on p964*



# Details of financial arrangements

that the only solution would be to provide special financial assistance towards the maintenance of a reasonable service throughout the community.

It would be inappropriate to require the withdrawal of certain dispensing contracts in areas where, following the local assessment, it might be considered that there is a greater concentration of such contracts than is required to meet the needs of the service. This situation should be regulated gradually by the introduction of appropriate financial inducements. Although the need would remain to ensure adequate finance for existing pharmacies, additional financial arrangements should be made in the following circumstances:

1. Financial assistance should be given to a consortium when establishing an additional service in or next to a group surgery because of the increased overhead costs incurred in relation to a static volume of prescriptions. It is proposed that all the rent and rates of the consortium premises should be paid, together with all of the first pharmacist's salary and all the cost of the first two ancillary staff employed on NHS work. The anticipated average additional cost to the NHS for each pharmacy would be:

	£/annum
Rent and rates	3,000
First pharmacist's salary	5,000
Cost of first two ancillary staff	4,500
<b>Total</b>	<b>12,500</b>

The advantages accruing from a combined group surgery consortium and community pharmacy service are:

- ☐ Retention of an adequate out-of-hours service covering both group surgery and community areas;
- ☐ Comprehensive locum arrangements between the consortium and community pharmacists;
- ☐ Fuller utilisation of the pharmacists' expertise through the maintenance of the peripheral community pharmacy, affording patient advice;
- ☐ The ready availability of pharmaceutical advice to prescribers practising from health centre or private premises would lead to more rational prescribing and a reduction in the NHS drug bill.

2. There should be an inducement in the form of a retirement gratuity to encourage rational distribution through the closure of pharmacies in areas where no deterioration of pharmaceutical service would result. A considerable number of pharmacists are "locked-in" and cannot sell their pharmacies, helping to perpetuate the over-population of pharmacies in certain areas. During 1976

the total number of closures due to death or retirement of the owner amounted to 84 in England and Wales. Approximately 30 per cent of pharmacies are estimated to be owned (or managed) by pharmacists over 60 years of age and a significant proportion might be encouraged to close on receipt of a retirement gratuity. A scheme similar to that applicable to sub-postmasters, ie based on the number of years' service and the salary in the last year (or the best year's salary taken over three consecutive years) should be introduced on the basis already proposed by PSNC. The additional cost is to be preferred to the perpetuation of non-essential high cost units.

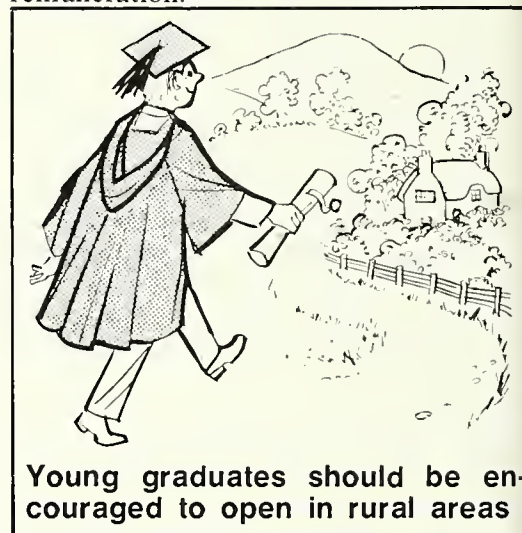
3. There should be financial inducements for the relocation and the initial establishment of pharmacies in areas of need. These would be payable to induce existing contractors (not eligible for a redundancy payment) to relocate in areas of need. A similar payment could also be made to non-contractors, eg young graduates, to encourage them to open in areas where their expensively acquired knowledge can be utilised to the maximum benefit of the public. In 1976 only six pharmacies were opened more than one mile from any other pharmacy, all of which were in urban areas and none in rural areas. The estimated 1978 gross cost for fixtures and fittings required for NHS dispensing is £4,600. The number of contractors qualifying for payment cannot be estimated at this stage but a fixed annual budget could be agreed in order to limit the contingent liability, with applications being dealt with in chronological order according to availability of funds.

These proposals are considered to be an essential part of any new arrangement for rational distribution. The financial figures quoted are intended only for general guidance in the light of estimates of current costs and would require revision to reflect actual costs at the time of application, such costs to be met from additional funds to be provided by the Department of Health and applied outside the Balance Sheet.

## Housebound patients

The profession is conscious that certain individual patients living in areas which include a reasonable number of pharmacies can still be deprived of a proper pharmaceutical service because they are housebound. They cannot benefit from an increasingly important aspect of dispensing, namely the pharmacist's verbal advice on prescribed medicines, nor can

they consult the pharmacist personally on minor ailments. The profession contends that the only real solution lies in the introduction of a domiciliary service by pharmacists. It is, however, appreciated that this service will only be feasible when the conditions within general practice pharmacy have developed under arrangements for the rational distribution of the service. Meanwhile, the profession will be happy to explore with the Department a solution to the more immediate problem of those housebound patients who have serious difficulty in having prescriptions delivered to a pharmacy and dispensed medicines delivered back to their home. Arrangements could be devised for a collection and delivery service to be introduced to meet this need, based on reasonable remuneration.



## Appendix on part-time pharmacies

1. *Definition.* A "part-time" pharmacy is one which offers a comprehensive pharmaceutical service for less than 30 hours in a normal working week. Minor alterations in evening or mid-day closing hours are not regarded as constituting part-time operation.

2. Although part-time pharmacies may be a means of providing a pharmaceutical service in areas which cannot sustain a full-time pharmacy, they should be regarded as the exception and the aim should be to provide, whenever possible, a full-time pharmacy.

3. When part-time pharmacies are being considered, the interests of the community should be paramount and the opening of a pharmacy should not be seen as a protectionist move on the profession's part.

4. If a part-time pharmacy is part of premises which will remain open when the pharmacy is closed, it is desirable that the total premises should be under the control of the pharmacist, whether he owns or leases the premises himself or is employed by a corporate body owning or leasing the premises.

5. Applications for the establishment of a new part-time pharmacy should be approved only if the applicant undertakes to convert to a full-time operation as soon as this is justified by increased workload. This would allow a desirable build-up of services but would prevent



a part-time pharmacy from creaming off group surgery prescriptions and thus preventing the establishment of a full-time pharmacy as the community grows.

6. This approval to open a part-time pharmacy should be given only when it would not endanger the viability of other pharmacies within the area and would not normally be granted when the proposed part-time pharmacy was within three kilometres of an existing pharmacy.

7. Contractors likely to be affected by the opening of a part-time pharmacy should be consulted before applications are discussed. Objections by such persons need not necessarily, however, lead to the refusal of an application. If, however, a part-time pharmacy is established and a full-time pharmacy subsequently opened in the vicinity, the part-time pharmacy may continue on the pharmaceutical list.

### Separation of services

8. The part-time service could be provided in two ways. The whole of the premises could be registered as a pharmacy and, with the agreement of the hours of service committee, could be open for restricted periods.

9. Alternatively, a part of the premises could be registered as a pharmacy and that part could open for restricted periods while the remainder of the business undertaken within the premises continue during normal opening hours.

10. When part of the premises is registered as a pharmacy its pharmacy only stocks should be completely inaccessible from the remainder of the premises when the registered part is closed. It should therefore be a condition of registration that the relevant part can be completely secured and standards for the level of security should be laid down. It is proposed that these standards should encompass separation of the parts of the premises by fixed walls or partitions and a lockable door, or moveable partitions or grills which would be in position and locked when the registered part is closed.

11. The Regulations which will be introduced under Section 66 of the Medicines Act 1968, will lay down several standards for registered pharmacies which will, in the public interest, be the minimum requirements. It is proposed that when only part of a premises is registered some relaxation to the requirements should be permitted to suit the particular circumstances of each case. The grant of a relaxation should lie with the Minister, acting on the advice of the Pharmaceutical Society.

12. Although every pharmacy must be under the personal control of a pharmacist, General Sale List medicines need not be sold under the actual supervision of the pharmacist. Nevertheless, it is accepted practice within the profession that in a full-time pharmacy the medicines counter should be close to the dispensary to enable the pharmacist to

control all medicine sales. This should continue to be the normal practice, but when, in the public interest, it is considered necessary to register a part-time pharmacy, in association with another business which is not a registered pharmacy, the GSL medicines should be sold from that other business when the pharmacy is closed.

13. It will be necessary to obtain approval for a restricted contract from the FPC.

14. It is considered important that a Committee with adequate lay representation should consider applications and that an appeal procedure be instituted.

15. The Committee should have regard to national guidelines laid down by the PSNC in consultation with the Society before recommending to the FPC that a part-time pharmacy should be established. This would ensure that uniform standards are applied throughout the country.

16. The Society must confirm that the premises comply with the requirements of the Medicines Act concerning registration of premises.

17. It would appear that a part-time pharmacy in a rural area would have the right to dispense the prescriptions of patients residing within a one mile radius. Paragraph 30 (b) of the NHS General Medical and Pharmaceutical Regulations indicates that it applies to "any chemist" in a rural area.

18. It is envisaged that the Essential Small Pharmacies scheme will be extended to cover part-time pharmacies.

## Light relief from Unichem entrants

Entrants to Unichem "Spot the savings" and "Castaway prices" consumer competitions were asked to complete slogans describing the benefits of shopping at their local chemist. While hundreds paid tribute to the value of the independent pharmacist to the community, the following is a selection of the more light-hearted reasons given:

*I like shopping at my local private chemist because . . .*

He's handy for the randy and other things, too.

He's next door.

I get lost in Boots.

His personal touch gives me great satisfaction.

I fancy the blonde who serves me.

He gives me cod liver oil for my parrot.

He offers much more than you would expect from a little man.

*As well as special prices my local chemist offers . . .*

Promises to come with me to Tobago if I win.

That which means so much, his personal touch.

A win and tonic.

Items for pensioners, young trendsetters plus those little things for nappy wetters!

Economic recovery.

Smashing window displays—to make a "passer buy!"

Familiarity that breeds content.

The top prize of a fortnight's holiday for two in Tobago in the "Castaway prices" competition was won by a shopper from Alloa, who was served by pharmacist Mr J. A. A. Baxter of Philip & Co, Stirling.

## LETTERS

### Coin appeal now closed

I refer to the foreign currency collection in which numerous pharmacies have very kindly participated and which has realised in support of the Foundation's funds some £15,000 sterling equivalent.

Sadly it is no longer possible to arrange the uplift of foreign coins for delivery to our central depot and reluctantly we must now close this particular appeal. However, in expressing our warm gratitude for the interest and help of all those chemists who kindly co-operated with us in this venture, I would mention our collecting boxes for normal currency are readily available, the contents of which can, of course, be remitted to our appeals office at 199 Sloane Street, London SW1X 9AF, by cheque or postal order.

Perhaps you will allow us the use of your excellent journal to convey this message, as well as our deep appreciation, to the chemists involved in furthering the Foundation's humanitarian work in cancer nursing and welfare.

**P. A. Sturgess**

Secretary

Marie Curie Memorial Foundation

### Election thanks

May I through the courtesy of your column thank all those who voted for me in the recent Council election.

**W. H. Howarth**

Nottingham

I should like to express my thanks to all those members who voted for me in the recent Council election. I very much appreciate their expression of renewed confidence, and will continue to serve the profession to the best of my ability, to justify it.

**J. C. Bloomfield**

Portsmouth

I would like to take this opportunity to thank those members who voted for me during the recent Council election. I am grateful for their support and am sorry not to have the opportunity, on this occasion, of serving the profession as a Council member. I will of course continue in my efforts on behalf of all pharmacists.

Congratulations to the successful candidates and good wishes to the Council for the coming session.

**Eddie Fullerton**

London



# What customers ask about Predictor

The ten millionth kit of Predictor, the home pregnancy testing kit, was sold in Europe in April. Chefaro Proprietaries Ltd, who distribute the kits in the UK, have compiled a list of the most common questions customers ask, together with the answers backed by medical advice, that they give.

*The ring is not clearly defined, it is thin/wavy and/or at the outer edge of the test area. Am I pregnant?*

The test has probably been disturbed by vibration or handling. If you have just completed the two-hour wait, or it is no more than ten minutes after, you can shake the tube vigorously for at least 15 seconds, and leave for a further full two hours. If query is not within two hours plus or minus 10 minutes, a new test is required.

*What should the ring look like?*

Rather like a circular American-type doughnut a clearly defined dark "doughnut" ring with a light coloured centre hole. The "doughnut" can vary in thickness or colour but the centre hole must be clearly-defined. Usually, the edges of the ring are quite sharp, not fuzzy. The ring should be clearly visible in the angled mirror beneath the test tube, not floating on the surface.

*The colour looks different from the leaflet picture, does it matter?*

Not at all. The ring, or lack of ring, are the only significant points.

*I didn't use first morning urine, will this affect the test?*

If you are testing early, that is, between

eight and 14 days after the missed period, it could affect the test, as the hormone present in the urine when you are pregnant, could become diluted later in the day with drinks etc. If your period is over three weeks late, the test should be accurate with a urine sample taken at any time of the day, because the hormones build up as the pregnancy develops.

*How long can I keep my first morning urine, before doing the test?*

If you cannot do the test at once in the early morning put your sample to one side in a cool place and do it later. Do not keep urine for more than 12 hours.

*I accidentally spilled some of the distilled water. Does it matter?*

If you spilled no more than the tiniest spurt, the test will be satisfactory. If more, the result may not be accurate. The kit is carefully designed to have the exact amount of materials necessary.

*Do I have to use exactly three drops of urine?*

Yes. The test is gauged to accurate amounts of all ingredients. You should practise using the dropper before taking the test.

*Is the test accurate if looked at after two hours? Does the test have to take two hours?*

Two hours is the exact time for the test to develop. Any change between the two hours reading and any subsequent reading should be ignored. If you read the test for the first time by not more

than 10 minutes over two hours this should not affect the result. If you under time or handle the test or tube, or read the result well over two hours, the result will not necessarily be accurate.

*If I accidentally jog the kit before the two hours wait is up, can I do the test again?*

Yes, providing you shake the tube thoroughly for at least 15 seconds you can then replace the test tube for a further two hours.

*I took the test last week and it showed positive, now I have just started my period. Was the test wrong?*

(a) What sort of period? If only light or spotty, pregnancy is still possible (advise visit to doctor).

(b) How late were you when you did the test? If only 8th-12th day, then pregnancy could have existed but have subsequently been stopped by your own body. Only one in four pregnancies "take" as nature provides its own system for rejecting unsatisfactory developments. If over 13 days, there has possibly been an error in doing the test (jogging for example). It is difficult for us to comment. You may be one in a hundred women who do not respond correctly to the test. Unfortunately, for this small group of women, no urine test can always be accurate. In this case Chefaro offer a refund.

*Your test was positive, but my doctor's test was negative. Who is right?*

On many occasions we have been proved right! This is because Predictor detects pregnancy earlier than some other tests used. If your normal periods have returned you may be our 1 per cent failure rate, in this case Chefaro offer a refund. If they have not returned, we suggest you wait a week and if they are still absent see your doctor again.

*Can I use Predictor to see if my dog is pregnant? No!*

## Computer-checked dispensing for chemists in Holland

Computer Centrum Nederland, a subsidiary of the chemical company, DSM of Heerlen, has brought a new system known as Pharos into operation enabling pharmacists to supervise dispensing by way of a central computer. Before a medicine is dispensed a check is carried out on the dosage, multiple prescriptions, hypersensitivity, interactions and contra-indications.

The chemist using the new system has a terminal consisting of a screen with a keyboard and printer. The terminal is linked to the central computer by permanent telephone line.

To obtain maximum security against unauthorised access to confidential information, a number of measures have been incorporated including: each pharmacy has its own code to call the system; each direct user has a personal function code with which access can be

obtained only to a specific section of the programme; the codes can be changed from time to time, and personal data and medication data are stored separately. The pharmacist can keep an up-to-date record of data concerning the patient and a record of all drugs available in Holland, with details of strength, method of administration, normal dosage, toxic dose, warnings about ability to drive and combination with alcohol, special instructions for use, interactions and contra-indications. The system can thereby provide a comprehensive picture of the medicines dispensed to a patient over a specific period.

## Wine labelling

The Prepackaging and Labelling of Wine and Grape Must (EEC Requirements) Regulations (SI 1978 No 463) came into operation on May 15 and require a declaration of the quantity to be shown on the label of bottled light table wine. This is now practicable because the quantity declaration is based on the EEC "average" contents system, the first time it has been applied in the UK.

## India seeks share in drug companies

The Indian government has rejected a recommendation that foreign drug companies be nationalised, our correspondent writes: It has decided instead that a 60 per cent share of firms making low technology formulations or bulk drugs should be purchased either by the Indian government, public sector institutions or Indian investors with preference given to Indian employees of such companies.

Firms in a high technology area would be allowed to keep 74 per cent of the shares but their operation would be restricted. The government's new policy would also provide for action against all multinationals for any violation of import-export control regulations. The prices of essential drugs would be kept under check but the controls on prices of medicines such as tonics, used by the rich, would be removed.

A committee is also to be set up to test the truth of allegations that foreign drug companies make huge profits and to make suggestions to regulate profits.



## Ciba-Geigy growth in pharmaceuticals below expectations

Sales of the Ciba-Geigy group increased by 5 per cent in 1977 although the pharmaceuticals division growth remained below expectations (4 per cent) despite increased volume. The Ilford group's sales (up 11 per cent) were considered satisfactory but the Airwick group, with more than half of its business in the US, failed to attain the preceding year's sales (down 1 per cent).

Group sales were SFr 9,941 million in 1977 (9,488m in 1976) pharmaceuticals division SFr 2,806m (2,689m), Ilford group SFr 525m (474m) and Airwick group SFr 387m (389m). Group operating profit and cash flow were appreciably higher (SFr 420m) than in 1976 (SFr 320m). Research and development expenditure rose to SFr 760m from SFr 726m. Net profit increased by SFr 5.7m to SFr 123.1m.

## Astra increase overseas sales

Group sales of Astra in 1977 totalled Skr 1,759m, an increase of 18 per cent. Markets outside Sweden accounted for nearly 80 per cent of this increase. The increase in sales was better than forecast in 1976 but earnings before non-recurring expenses, appropriations and taxes were lower than forecast, increasing by 13 per cent to Skr 116m.

Sales in the pharmaceutical division increased by 16 per cent from Skr 1,100m to Skr 1,278m. Sales outside Sweden increased by 20 per cent—twice as much as in Sweden. In Great Britain and Germany sales were 35 per cent higher than in 1976.

## A & W reject bid

Albright and Wilson have rejected a bid from Tenneco of Houston, Texas. The £100 million offer (£1.65 per share) for the 50.2 per cent of Albright equity not already owned by Tenneco was denied by Albright as "inadequate".

## New company formed to make Securitainer

The Johnsen and Jorgensen group have formed a new company to manufacture the selected range of Securitainers. The company has formed in collaboration with an associate company, West Pharmarubber Ltd, manufacturers of moulded rubber closures and components for the pharmaceutical and medical industries. Mr Robert Johnsen, chairman of J & J (Plastics) Ltd, said that they had been under great pressure to provide additional manufacturing

facilities for the Securitainer. He said initial expenditure would be over £500,000 and production is planned to start early in 1979. The factory will be next to West Pharmarubber's rubber moulding factory at St Austell, Cornwall.

## Metal Box UK profits down 9 pc

Pretax profits for Metal Box UK fell by 9 per cent on 1977 to £34.3 million. UK sales increased by 18 per cent to £532.9m. Total pretax profits were 4 per cent down (£55.8m) and sales 14 per cent up to £807.5m. Sir Alex Page, chairman, says the past year was a difficult one not only because of unfavourable weather conditions for canned food and beverage cans but also because of industrial unrest, resulting in lower profits. The prospects for the economy did not seem to favour any substantial general increase in sales this year, he forecasts.

### Briefly

**Perfumers Workshop (UK) Ltd:** Mr L. A. Durrant has been appointed managing director.

**Allens Pharmacy** has moved to 19 Electric Parade, George Lane, London E18 2LY (telephone 01-989 3353).

**Enterprise** photographic dealers have been appointed UK agent and distributor for the Sodisfom range of projectors.

The managing director, marketing department and buying offices of **Weston Chemists (UK) Ltd** have moved to 125 New Bond Street, London W1.

**Harkwell Adhesive Labels Ltd** have moved to larger premises at 48 Coronation Road, London NW10 7PG (telephone 01-961 3727).

The new telex number of **Watt Yardley Chemicals Ltd** (C&D, May 27, p874) was wrong due to a printer's error. The correct number is 848676 Watcem G.

**H. E. Daniel Ltd**, Longfield Road, Tunbridge Wells, Kent TN2 3EF, have been acquired by S. & W. Berisford Ltd, Berisford House, Mark Lane, London EC3.

**W. Jamieson (Chemists) Ltd** have bought the business of J. Atkinson, MPS, at 5 The Shopping Centre, Bellows Road, Rawmarsh, near Rotherham.

**Nipa Laboratories Ltd** has been acquired by British Tar Products Ltd for about £2m, mainly in cash. Pre-tax profit of Nipa in the last full financial year was £392,000, and in the first half of the current year £227,000.

**W. & T. Avery Ltd** have moved their Lancaster branch to new premises in Unit 39, Lune Industrial Estate, Lancaster LA1 5QP. The Market Street offices, which were no longer suitable for the growing volume of service business, were vacated in early April.

**Mr Thomas Hare, MPS**, has acquired the business at 6 Milton Road West, Edinburgh 15, owned by the late Mr Frank Hepburn, MPS, who died last October after owning the business since 1948.

**Greater Lancastria Co-operative Chemists Ltd** have acquired the business of C. S. Eyres Ltd, St Annes-on-Sea. This brings the number of pharmacies operated by the Society to 20 with an anticipated turnover in excess of £3.6 million in the present year.

**Norprint Ltd** is to become three separate companies from July 3. They are: Norprint Ltd, NOR Systems Ltd and Darley Business Forms Ltd, all under the chairmanship of Mr Tony Warren, chief executive of the print and packaging division of Norcross Group.

**Tech Industries**, Rhode Island, USA, are to locate their new 40,000 sq ft European manufacturing centre at the Waterford Industrial Estate in Eire. The products will be plastic packaging components, including decorative caps and closures, for the cosmetic industry, and production is planned to start this summer.

## Appointments

**Colson & Kay Ltd:** Mr Ronald A. Platt has been appointed national sales manager. Mr Platt was previously with Gillette Industries Ltd.

**Houbigant Ltd:** Mr K. A. Williams has resigned as managing director of Houbigant Ltd. No new appointment has been made yet, and no further details are available.

**Eylure Ltd:** Mr Stuart Aylott has been appointed managing director, Mr John Savill, formerly export director, succeeds him as marketing director. Mr David Aylott is chairman and chief executive and Mr Eric Aylott is deputy chairman and deputy chief executive.

**Max Factor Ltd:** Mr Kalish is stepping down as president and chief executive of Max Factor & Co from July 1. He will remain in a consulting capacity. Pending the appointment of a new president the Max Factor management will report directly to Timm F. Crull, president and chief operating officer, Norton Simon Inc.

**Syntex Pharmaceuticals Ltd:** Mr Easton McCracken has been promoted to Thames area manager after three years as a medical representative. Mr Barrie Thompson has been appointed UK field sales manager; he has been with the company since 1969. Mr Brian Wood has become manager of the recently expanded training department; he joined the company in 1972, and was Thames area manager before taking up his present appointment.

**Unichem Ltd:** Mr R. F. Mitchell, MPS, Littleham Pharmacy Ltd, Littleham Road, Exmouth, Devon has been appointed a non-executive director. Mr Mitchell, who qualified in 1936, has been a member of Unichem's west country regional committee since 1974 and a shareholding member for over 10 years. He is at present a member of the Devon Local Pharmaceutical Committee and of the Family Practitioner Committee. Mr Mitchell has run his own pharmacy for 10 years; before this he was a representative with a pharmaceutical wholesaler.



# MARKET NEWS

## Brazil menthol down

London, June 7: Forward rates for Brazilian menthol fell sharply during the week. This was believed to be due to second-hand sellers in the United States reducing their prices by one dollar per kg. Whether or not this rumour had any substance it is an undeniable fact that menthol from China is currently priced considerably lower than the Brazilian. Since there is not much stock available on the spot there is no weakening of price yet in that position.

Among spices the short supply of ginger and of turmeric was unaltered. Demand for other items remained quiet. Apart from acacia most gums are becoming scarce. Balsams were mainly dearer on the week. Lower among botanicals were Cape aloes, cascara, ipecacuanha, lobelia herb, sarsaparilla and styrax. Dearer were cloves, gentian root, lemon peel and fenugreek seed.

Among essential oils Bourbon geranium fell by £6 kg. Other changes included fennel, lavender spike, peppermint, spearmint and pennyroyal.

## Pharmaceutical chemicals

**Acetarsol:** £12.12 kg in 50-kg lots.  
**Acetone:** £262 to £266 metric ton as to grade for 30-drum lots.  
**Adrenaline:** (per g) 1-kg lots base £0.25; acid tartrate £0.20.  
**Aluminium chloride:** Pure 50-kg lots £1.0206 kg.  
**Ammonium acetate:** BPC 1949 crystals £0.7378 kg in 50-kg lots; strong solution BPC 1953 £0.243 kg in 200-kg lots.  
**Ammonium bicarbonate:** BPC £178.35 metric ton, ex-works, in 50-kg bags.  
**Ammonium chloride:** Pure in 50-kg lots £0.2344 kg for powder.  
**Ammonium tartrate:** Commercial £1.56 kg in 50-kg lots.  
**Borax:** EP grades, 2-4 ton lots per metric ton in paper bags, delivered—granular £222; powder £242; extra fine powder £253.  
**Boric acid:** EP grades per metric ton in 2-4 ton lots for British material—granular £298; crystals £398; powder £322.  
**Bromides:** Crystals £ per metric ton.

	Under 50-kg	50-kg	1,000-kg
Ammonium	1,111	950	891
Potassium crystals	1,140	960	918
Powder	1,043		1,001
Sodium	1,140	967	924

**Caffeine:** Anhydrous BP and hydrous, £4.56 kg in 100-kg lots.  
**Calemine:** BP £618 per 1,000-kg delivered.  
**Calcium carbonate:** BP light £145 metric ton.  
**Calcium chloride:** BP anhydrous 96/98% £0.93 kg in 50-kg lots of powder; granular £0.95; hexahydrate crystals BP 1968 £0.68.  
**Calcium gluconate:** £1,562 per metric ton.  
**Calcium lactate:** 100-kg lots £1.45 kg.  
**Calcium pantothenate:** £7.70 kg in 25-kg lots.  
**Centharadin:** 100-kg lots £1.30 per g.  
**Carbon tetrachloride:** BP 5-ton lots in 290-kg drums, £253 per metric ton.  
**Isoprenaline:** Hydrochloride £60 kg; sulphate £50.  
**Kaolin:** BP natural £122.50 per 1,000 kg; light £128.70 ex-works in minimum 10-ton lots.  
**Magnesium carbonate:** BP per metric ton—heavy £550 to £590, light £450.  
**Magnesium chloride:** BP crystals £0.68 kg for 50-kg lots.  
**Magnesium dihydrogen phosphate:** Pure £198.32 kg in 50-kg lots.  
**Magnesium hydroxide:** (metric ton) BPC light £1,240; 28 per cent paste £440.  
**Magnesium oxide:** BP per metric ton, heavy £1,350; light £1,240.  
**Magnesium sulphate:** BP £116.70-£124.70 metric ton commercial £103.50-£111.50; exsiccated BP £249.40.  
**Magnesium trisilicate:** £1 kg (metric ton lots); £1.20 kg (500 kg lots).  
**Mercury:** BPC redistilled £7.10 kg in kg lots.  
**Mercurials:** Per kg in 50-kg lots; ammoniated £7.48; oxide—red £8.82 and yellow £8.54; perchloride £6.14; subchloride £7.82, iodide £8.10.  
**Mersalyl:** Acid £30.50 kg in 10-kg lots.  
**Methyl salicylate:** 5-ton lots £1.26 kg; 1-ton £1.30.  
**Drugs Regulations:** £1.33 per 5-g.  
**Papaveretum:** £390 kg; 5-kg lots £355 kg. Subject to Misuse of Drugs Regulations.  
**Paracetamol:** (Per kg) 50-ton contracts from £2.94;

**Paraffin liquid:** £ per litre excluding duty:

BPC grades	1-5 drums	6 drums	bulk
No 4	37.7	37.3	32.3
WA3	37.1	36.7	32.7
medium WA2	38.4	38.0	34.0
heavy	40.9	40.5	36.5
light technical WA23	34.4	34.0	30.0
WA21	35.8	35.4	31.4

**Pentobarbitone:** Less than 100-kg £18.10 kg; sodium £19.26.  
**Petroleum jelly:** BP soft white £356.60 metric ton delivered UK; yellow BP £338.55.  
**Phthalylsulphathiazole:** 50 kg lots £3.56 kg.  
**Physostigmine:** Salicylate £1 per g; sulphate £1.28 in 100-g lots.  
**Quinine:** (50-kg lots per kg) Alkaloid £100; bisulphate £73.50; dihydrochloride £95; hydrochloride £92; sulphate £85.50.  
**Reserpine:** 100-g lots £0.22g.  
**Sodium acetate:** BP crystals £0.81 kg in 50-kg.  
**Sodium acid phosphate:** BP crystals £1.07-£1.18 kg for 50-kg lots.  
**Sodium benzoate:** £0.5623 kg in 500 kg lots.  
**Sodium bicarbonate:** BP £98.04 metric ton minimum. 10-ton lots delivered UK.  
**Sodium carbonate:** Anhydrous £212 per metric ton.  
**Sodium chloride:** Vacuum-dried in 10-ton lots £26.59 metric ton delivered London.  
**Sodium citrate:** Granular £739 metric ton; powder £754.  
**Sodium fluoride:** in 50-kg lots £1.6484 kg.  
**Sodium gluconate:** £720 technical (1,000 kg).  
**Sodium hydroxide:** Pellets BP 1973 in 50-kg lots £0.75 kg; sticks £3.731 kg.  
**Sodium nitrate:** Recrystallised £0.72 kg for 50-kg lots.  
**Sodium nitrite:** BPC 1973 £0.79-£0.96 as to maker for 50-kg lots.  
**Sodium perborate:** (per 1,000 kg) monohydrate £479 tetrahydrate £283.  
**Sodium percarbonate:** £375.50 per metric ton.  
**Sodium sulphate:** Fine crystals BP £80 per metric ton, pea crystals £99.90; commercial £34.60.  
**Sodium sulphite:** Crystals £0.1948 kg (250 kg minimum).  
**Sodium thiosulphite:** photo grade £151 per metric ton.  
**Yohimbine hydrochloride:** £285 per kg.  
**Zinc acetate:** Pure £1.09 kg in 50-kg lots.  
**Zinc chloride:** Granular 96/98 per cent £420 metric ton, delivered.

## Crude drugs

**Agar:** £5.20 kg spot for Spanish-Portuguese.  
**Aloes:** Cape £1,020 ton spot; £970, cif. Curacao £2,420 spot.  
**Balsams:** (kg) Canada firmer at £11.20 spot; £11.10, cif. **Copaiba:** £2.20 spot; no cif. **Peru:** £6.20 spot; £6.05, cif. **Tolu:** £4.90 spot.  
**Belladonna:** (metric ton) Leaves £2 kg spot, no cif. Herb £1.65 afloat; root no offers.  
**Benzoin:** Block £147 cwt spot, nominal.  
**Buchu:** Rounds £1.50 kg spot; no cif.  
**Camphor:** Natural powder £5.10 kg spot; £5.15, cif. Synthetic £1 spot and cif.  
**Cardamom:** Alleppy green grade 2 £3.60 lb, cif.  
**Cascara:** £1,170 metric ton spot; £1,120 cif.  
**Cherry bark:** spot £1,220 metric ton; nominal; no cif.  
**Chillies:** New Guinea birdseye £2,250 metric ton spot.  
**Cinnamon:** Seychelles bark £435 cif. Spot, £400, Ceylon quills 4 o's £0.75½ lb; featherings £330 metric ton, cif.  
**Cloves:** Madagascar-Zanzibar £4,500 metric ton, spot; £4,300, cif.  
**Cochineal:** Peruvian silver grey £13.50-£14 kg spot; Tenerife black £16.50-£17 cif.  
**Dandelion:** Spot £1,450 metric ton spot; £1,420 cif.  
**Ergot:** Portuguese-Spanish £1.60 kg spot; no cif.  
**Gentian:** Root £1,370 metric ton spot; £1,350, cif.  
**Ginger:** Cochinchina new crop £1,065 metric ton, cif; old-crop £1,080 spot. Other sources not offering.  
**Henbane:** Niger, £1,600 metric ton spot; £1,580, cif.  
**Honey:** (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £712; medium £700. Canadian £880; Mexican £670.  
**Hydrastis:** spot £10.80 kg; forward £10.80, cif.  
**Ipecacuanha:** (kg) Costa Rica £9.40 spot; £9.30, cif.  
**Jalap:** Mexican basis 15% £1.43 kg spot; shipment £1.37½. Brazilian £1.22, cif.  
**Lanolin:** BP in 1-metric-ton lots £0.92 per kg.  
**Lemon peel:** Unextracted £1,120 metric ton spot; shipment £1,080 cif.  
**Liquorice root:** Russian £360 metric ton spot; £340, cif, for new crop. Block juice £147 per 100 kg spot; spray dried £1.50-£1.60 kg.  
**Lobelia:** American £1,270 metric ton spot; European £1,190 spot.  
**Lycopodium:** Russian £5.20 kg, cif. Indian £4.50.  
**Mace:** Grenada unsorted £2,200 ton, fob.  
**Menthol:** (kg) Brazilian £9.35 spot; £8.65, cif. Chinese £8.25 in bond and cif.  
**Nutmeg:** (per metric ton) Grenada 80's unquoted; unassorted £1,465; defectives £1,150.  
**Nux Vomica:** No spot; forward £255 metric ton, cif.  
**Pepper:** (ton, cif) Sarawak black £1,185 spot; £1,085 cif; white £1,775 spot; £1,660, cif.  
**Pimento:** Jamaican £1,120 metric ton spot; £1,090 cif.  
**Podophyllum:** Root Chinese £420 metric ton, cif; Indian £830, cif.  
**Quillaia:** Spot £1.20 kg; £0.90, cif.  
**Rhubarb:** Chinese rounds 60 per cent pinky £3.50 kg, spot; £3.25, cif.  
**Saffron:** Mancha superior nominal.  
**Sarsaparilla:** Mexican £1.60 kg spot; £1.58, cif. Jamaican £1.92 spot; £1.88, cif.  
**Seeds:** (metric ton). **Anise:** China star £975 spot; £760, cif. **Caraway:** £740. **Celery:** Indian new crop £470. **Coriander:** Moroccan £260. **Cumin:** Egyptian £880; Turkish £880; Iranian £770. **Dill:** Moroccan £210; Indian £525. **Fennel:** Chinese 220. **Fenugreek:** Moroccan £225. **Maw:** £425. **Mustard:** English £250-£350 spot.  
**Senega:** Canadian £13 kg spot; £12.90, cif.

**Senna:** (kg) Alexandra pods, hand-picked at from £2, upwards; manufacturing £0.65. Tinnevely leaves No 3, £0.27; pods; faq £0.27 hand picked £0.40 ex warehouse.  
**Squill:** Italian no spot; £540 cif. Indian £350.  
**Styrax:** Turkish natural £3.70 kg spot, no cif.  
**Tonquin beans:** £2.25 kg afloat; £2.10 cif.  
**Turmeric:** (metric ton) Madras finger £1,250. Peruvian £800; Chinese £1,025.  
**Valerian:** Indian root £1,180 metric ton spot; £1,120 forward; European £1,800 spot; £1,770, cif.  
**Witchhazel leaves:** Spot £3.20 kg; no cif.

## Essential and expressed oils

**Almond:** Sweet in drum lots £1.10 kg duty paid.  
**Anise:** (kg) Spot £14.85; shipment £14.50 cif.  
**Bois de rose:** Spot £6.50 pg; shipment £6, cif.  
**Buchu:** South African £120 per kg spot; English distilled £190.  
**Cade:** Spanish £1.25 kg.  
**Camphor white:** £0.90 kg spot; £0.83, cif.  
**Ceraway:** Imported £20 kg spot.  
**Cardamom:** English-distilled £320 kg.  
**Cassia:** Shipment £34 kg, cif., English distilled from bark £160.  
**Cedarwood:** Chinese £1.50 kg spot and cif.  
**Celery:** English distilled £40 kg.  
**Cinnamon:** Ceylon leaf £3 kg spot; £2.65 cif.  
**Citronella:** Ceylon £1.40 kg spot; £1.33, cif; Chinese £2.12 spot and cif.  
**Clove:** Madagascar leaf, £2.17 kg spot and cif; English-distilled £38.  
**Coriander:** Russian about £20 kg.  
**Eucalyptus:** Chinese £2.20 kg spot; £2.10, cif.  
**Fennel:** Spanish sweet £10 kg spot.  
**Geranium:** (cif) Bourbon £36.50 kg, Chinese £26.50.  
**Ginger:** Imported £75 kg spot; English-distilled £105.  
**Lavender spike:** £12.50 kg cif.  
**Lemon:** Sicilian best grades from £15.50 kg.  
**Lemongrass:** Cochin £5.50 kg spot; £5.20, cif.  
**Lime:** West Indian £10.50 kg spot.  
**Mandarin:** £18.50 kg spot.  
**Olive:** Spanish £1,265 per metric ton in 200-kg drums ex-wharf; Mediterranean origin £1,255; Tunisian not offering.  
**Orange:** Florida £0.60 kg; Brazilian £0.48.  
**Origanum:** Spanish 70 per cent £16 kg nominal.  
**Palmarosa:** No spot offers; £11.80, kg, cif.  
**Patchouli:** Indonesian £11.50 kg spot; £10.70, cif.  
**Pennyroyal:** From £13 per kg spot.  
**Pepper:** English-distilled ex-black £125 kg.  
**Peppermint:** (kg) Arvensis—Brazilian £5.75 spot; £5.75 cif. Chinese £4.75 spot; £4.55, cif. Piperata American Far West about £21 cif.  
**Rosemary:** £5.60 kg spot.  
**Sandalwood:** Mysore £95 kg spot; no shipment.  
**Sassafras:** Brazilian £2.20 kg spot; £1.97, cif.  
**Spearmint:** (kg) American Far-West £11.50. Chinese £14.50 spot; £14, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## COMING EVENTS

### Tuesday, June 13

**Galen group, Croydon, Friends' Meeting House, Park Lane, Croydon, at 8pm.** The penal system: a brief history with a description of the functions of Brixton prison.

### Wednesday, June 14

**Scottish department, Pharmaceutical Society, Society's House, 36 York Place, Edinburgh, at 2.30 pm** Annual meeting.

### Thursday, June 15

**Royal Society, 6 Carlton House Terrace, London SW1, at 4.30 pm.** A review lecture by Dr M. Elliott on "Synthetic insecticides related to the natural pyrethrins." Those wishing to attend should inform the executive secretary (telephone 01-839 5561).

### Advance Information

**Personal computers:** Exhibition and conferences. "Personal computers in business" conference, June 22-23; "In the home", June 22, West Centre Hotel, Lillit Road, London SW6. Details from Online Conferences Ltd, Cleveland Road, Uxbridge, Middlesex.

**Federation of South Eastern Pharmacists, June 21,** summer outing to school of pharmacy, Brighton Polytechnic. To meet in reception area at Mithras House, Brighton Polytechnic, Moulscot, at 3.30 pm. Applications for tickets for refreshments (£1) by June 13 to Mrs J. Cullen, Drive Cottage, Friars Hill, Guestling, Hastings.

**Royal Society, 6 Carlton House Terrace, London SW1, June 28 and 29.** A meeting for discussion on "Mass spectrometry in organic and biological chemistry" organised by Professor A. W. Johnson and J. H. Beynon. Notice of attendance to be given to executive secretary, Royal Society, 6 Carlton House Terrace, London SW1 (reference DM 10 (78)/CAJ) by June 19. Lunch tickets (£2.15 each) for a limited number may be purchased in advance.



# More tax reform proposals for small businesses

Tax laws should be simple to understand, cheap to administer, easy to enforce and an encouragement to enterprise, says the Conservative Party Small Business Bureau. "A new deal for smaller businesses", published recently, sets out proposals intended to reform the tax laws for small businesses. The author is Christopher Sandy, a chartered accountant and a member of the Small Business Bureau Board.

Introducing the pamphlet Mr John Nott, Opposition spokesman on trade, stressed that the proposals were not present Conservative policy but many could become so in a future Tory government.

The main purpose of the pamphlet is to suggest ways in which the taxation of small businesses can be made more simple and less onerous. SSB believes the small business to be the key to future job creation and hence the revival of British economy. The pamphlet complements the recent SSB publication on proprietary companies and concentrates on the effects of UK tax on these businesses which would qualify for proprietary company status should it be introduced. The SSB defines a proprietary company as an unquoted closely controlled company with

50 or fewer employees and a turnover of not more than £500,000.

The proposals are presented within the context of a tax scheme in which emphasis is to be switched to taxes on spending rather than earnings and profits; maximum rates do not exceed 60 per cent; inflation-created gains are not taxed.

The proposals on corporation tax are: to adjust accounts for inflation, reduce tax rates and profits, simplify capital allowance rules, grant tax depreciation on commercial buildings, make permanent stock relief, introduce start-up tax "honeymoons". On VAT the pamphlet suggests raising the threshold with an annual review, relief on irrecoverable debts and implementing liability on an accounts basis. Comments on the proposals would be welcomed. *A new deal for small businesses: taxation and the proprietary company (£1), Conservative Party Small Business Bureau, 32 Smith Square, London SW1.*

## Financial help from Lombard

Financial help is now available from Lombard North Central Ltd to assist in the acquisition or expansion of retail businesses. Lombard have carefully studied the funding needs of private retailers, and their business loans are built around the most sensitive of these requirements, that is the ability to budget

with confidence over a long period when interest levels may change frequently, affecting the monthly payment.

Mr Roy Burne, divisional manager of Lombard North Central, explaining how a small business loan works, said: "The interest is charged day to day and geared to finance house base rate, but the customer makes fixed monthly payments which we consider should repay the capital and the interest, evening out the highs and lows, over the estimated period which will be reduced or extended to take these into account. The customer therefore knows precisely his total monthly commitment."

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□ The provisions of the 1978 Finance Bill are summarised in "Commentary on the Finance Bill 1978" by D. J. Ward and C. G. Davis, available from HFL (Publishers) Ltd, 9 Bow Street, London WC2E 7AL, price £2.95. It is one of the volumes in the Accountants Digests Series issued by the Institute of Chartered Accountants.

## Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC January/December 1976: 14,510

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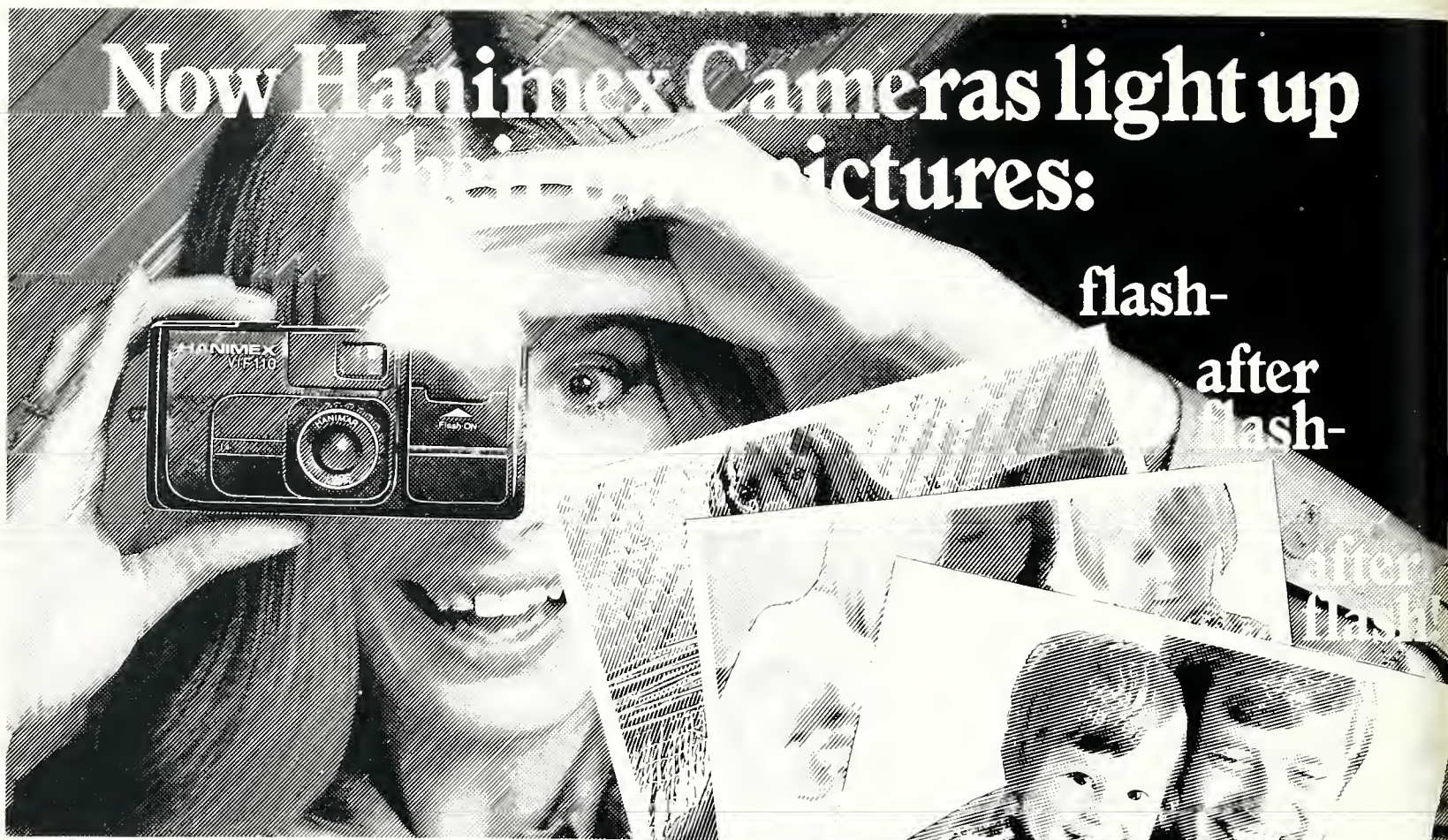
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